



GOVERNING BOARD PACKET

08 November 2014

Meeting Room
METROPOLITAN ROOM

Waldorf Astoria
301 Park Avenue
New York, NY 10022

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
 08 November 2014
 Waldorf Astoria Hotel
METROPOLITAN ROOM
 301 Park Avenue
 New York, NY 10022

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

Board of Directors Meeting

Saturday, 08 November 2014

1:00pm – 5:30 pm

Executive Committee	Trisha Poole Andrea Sims Fernando Diaz	Andrea Thomas Cynthia Guthrie Tara Mastrelli	Philip Byrne Dina Belon	Christine Tucker Julian Brinton	Julia Marks Helen Reed
Board of Directors	Susan Burnside Mary Ann Thornam	Meghan Bazemore Jason Stock	Sandy Banks Bryan Adcock	Leigh Mitchell Adrienne Pumphrey	Michelle Finn Deborah Herman Stacy Rauen
House of Delegates	Cinnamon Alvarez Finken Monica Bernal Mary Blanchard Allison Calagna Debra Calkins Alicia Cannon	Valerie Coleman Michelle Conron Joelle DiBlasi Christi Griffin Kate Grubb Brittany Johnson	Jonathan Kaler Ron McDaniel Kristofer Moore Matthew Murray Kristen O'Bara Melinda Peck	Mary Beth Powell Teddi Powers Molly Prusmack Jill Schmitz Andrea Sims Lora Spran	William Stuart Shannon Vance Vanessa Vaughan Tara Witt

1:00 pm	Call to Order			Trisha Poole	
1:05 pm	Establishment of Quorum - Presentation of Minutes and Motion to Accept			Andrea Sims	
1:10 pm	President's Welcome - Introduction of Guests			Trisha Poole	
1:20 pm	Financial Report			Fernando Diaz	
1:30 pm	Mentorship			Sandy Banks	
1:40 pm	Scholarship/Continuing Education			Susan Burnside/Andrea Thomas	
1:50 pm	Membership/Expansion			Cindy Guthrie/Jason Stock	
2:00 pm	Fundraising			Ron McDaniel	
2:10 pm	Marketing			Tara Mastrelli	
2:20 pm	Regional Tradeshows			Bryan Adcock	
2:30 pm	B R E A K				
2:50 pm	NEWH Leadership Conference			Leigh Mitchell	
3:00 pm	Sustainable Hospitality			Adrienne Pumphrey/Dina Belon	
3:10 pm	Ambassadors Report			Michelle Finn, Deborah Herman, Stacy Rauen	
3:20 pm	Canada/UK Update			Chris Tucker/Julian Brinton	
3:30 pm	Break Out Sessions - Empower Your Board - Clever Web-based Campaigns ... attracting the Millennials - Ways to Leverage NEWH, Inc. Initiatives			Jena Seibel/Julie Buntrock/Andrea Sims Shelia Lohmiller/Tara Mastrelli Nicole Crawford/Trisha Poole	
4:15 pm	Summary/Discussion of Breakouts				
5:15 pm	New Business			Trisha Poole	
5:30 pm	Motion to Adjourn				

Executive Committee Meeting

Saturday, 08 November 2014, 9:00am – 11:30 am, Metropolitan Room, Waldorf Astoria

Sunday, 09 November 2014, 9:00am – 11:30am, Room 2D 06-07, Javitz Convention Center

Executive Committee	Trudy Craven, Facilitator Trisha Poole Andrea Sims	Fernando Diaz Andrea Thomas Cynthia Guthrie	Tara Mastrelli Philip Byrne Dina Belon	Christine Tucker Julian Brinton	Julia Marks Helen Reed
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NEWH, INC. GOVERNING BOARD MEETING MINUTES

13 May 2014

Mandalay Bay Hotel-Las Vegas, NV

Executive Committee	Trisha Poole Andrea Sims Fernando Diaz	Andrea Thomas Cynthia Guthrie Tara Mastrelli	Philip Byrne Dina Belon Christine Tucker	Julian Brinton Julia Marks Helen Reed
Board of Directors	Susan Burnside Meghan Bazemore	Jason Stock Leigh Mitchell	Sandy Banks Ron McDaniel	Adrienne Pumphrey Michelle Finn Stacy Rauen
House of Delegates	Mary Blanchard (AZ) Jennifer Loux (Atl) Kristen O'Bara (AC GP) Kristopher Moore (Chi) Kate Grubb (Dallas)	Christi Griffin (Hous) Cinnamon Alvarez (LA) Jonathan Kaler (LA) Molly Prusmack (LA) Alicia Cannon (NY)	William Stuart (NY) Brittany Johnson (North Central) Matthew Murray (North Central) Stephanie Deshaies (NW) Vanessa Vaughan (NW)	Debra Calkins (San Fran) Jill Schmitz (San Fran) Lora Spran (Sunshine) Tara Witt (Toronto) Valerie Coleman (DC)
Chapter Presidents	Karen Gutowski (LA)	Katie Zuidema (Northwest)	Ginger Raphael (San Fran)	Scott Pope (Toronto)
Steering Committee	Kevin Hancock (NE)	Karen Appert (N. Carolina)	Christine Wasmer (OC)	Jesse Gonzalez (San Diego)
Guests	Cheri Bargaen (NW) Shayne Bratz (NW) Audrey DeFillippis (NW) Stephanie Ellis-Carmody (NW) Andy Schaidler (Chicago)	Allison Gasser (LA) Erica Lange (NW) Mike MacFarlane (Atlanta) Paige Nelson (NW) Karen Rains (LA)	Judy Regan (LA) Louise Ross (Dallas) Kimberly Sontowski (Vancouver) Hope Quintanar-Case (LV) Allison Calagna (Houston)	NEWH Scholarship Recipients: Amanda Krueger Melanie Murata Staff: Julie Buntrock
Not in Attendance	Mary Ann Thornam Bryan Adcock Deborah Herman Tina Palardy (LV) Mary Beth Powell (LV) Monica Fuentes (SF)	Teddi Powers (Sunshine) Melina Peck (DC) Scott Hegstad (AZ) Lori Hoegler (Atlanta) Carole Roach (AC GP) Lara Engert (Chicago)	Schaeffer Hill (Dallas) Benjamin Coy (Houston) Cray Bauxmont-Flynn (LV) Stacy Rauen (NY) Stephanie Thompson (NC) Candice Spicer (RM)	Todd Schaffer (SF) Cindy Andrews (Sunshine) David Tracz (DC) Chris Kitteridge (Vancouver) Shari Perago (Virginia) Shelia Lohmiller

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

The meeting was called to order by President Trisha Poole at 12:38 pm. Secretary, Andrea Sims, took roll and a quorum was established. The minutes were presented and a motion was made to accept the minutes as presented.

MOTION TO APPROVE MINUTES

Date: May 13, 2014

Motion Number: 1

I, Andrea Sims, move to approve the minutes as presented.

Motion seconded by: Helen Reed

VOTE COUNT:

YEA: 16 NAY: 0 ABSTENTION: 1 STATUS OF MOTION: Carried: Defeated:

Name of person who abstained:

President – TRISHA POOLE

Discussion:

- Welcome to Las Vegas
- Page 27 please read
- Founders Circle gives us insight on where we're going and what is needed, great attendance is appreciated
- Shout out to New York 447 members, way to go

Past President – JULIA MARKS

Discussion:

- Founders Circle (last night) with Corporate Partners, we tell them about initiatives, exciting news, etc. ask them for feedback, what we can improve what they'd like to see
- Positive conversations

- Regional tradeshow are always the hot topic of conversations, always looking for ways to improve
- Keep events fresh and innovative
- Andrea spoke about our scholarships and adding more highlight for the students and mission of NEWH
- We all appreciate the feedback from our corporate partners and chapters
- Two new initiatives: Mentorship and Leaders Council-both items still in development
- Nice turnout and good participation
- Talked to corporate partners about opportunity for Hawaii Regional Group
- Shelia, Jena and Michelle Finn discussed ideas/plans
- Meet and greet scheduled for June 10th in Hawaii to form a Hawaii Regional Group
- Regional tradeshow planned for February 2015
- Spread the word about out Hawaii Regional Group
- Shelia last week received communication that there is a number of people interested in starting a chapter in Dubai
- Working on opportunities in Asia, need support of contacts/people in Asia

VP/Finance – FERNANDO DIAZ

Discussion:

- Congratulations to all chapters, everyone is banking with First Enterprise
- Las Vegas and UK have not submitted their annual budget, this is important information the Inc. office needs
- Many chapters have not submitted their business plan
- Working on development of strategic plan
- Signature NEWH fundraiser (Ron will report)
- Important to send in Results of Activity report after your events
- NEWH is very healthy financially

VP/EDUCATION– ANDREA THOMAS

Discussion Andrea Thomas:

- HD Young Entrepreneurs Breakfast panel will take place with the first Symmons Smart Scholarship award to Erica Killam
- Symmons has committed to a 3-year scholarship agreement of \$4,000 scholarship award
- Symmons will be adding a faucet fixture design competition piece to their scholarship
- Thank-you to Symmons for their very involved support and marketing of this scholarship and the winning student
- Symmons is also honoring the winning student at their booth for champagne and cupcakes and at the opening event tonight
- FR-One scholarship award given at BDwest in March, Melanie Murata winning recipient has joined us today for the IBOD meeting
- Fabric Innovations Legacy Scholarship will open soon with \$10,000 award given in November in NY at Platinum Circle awards
- Fabric Innovations Legacy Scholarship is donated by Deborah Herman and open to Hospitality Management students attending Cornell or New York University
- ICON of Industry recipient Amanda Krueger also attending the IBOD meeting today awarded at Gold Key 2013
- Bob Thomas of Signature Carpets is our 2014 ICON, please congratulate Bob
- Sustainable Design Competition recipients will be honored at Social Hub proceeding the Green Voice conversations today
- Conversation with sponsors and students to highlight design competition please join us for the presentation today at noon
- Working on next competition criteria

Discussion Susan Burnside:

- Samuelson Furniture has stepped us a new scholarship vendor
- During HD please “like” Samuelson Furniture Facebook page, they will be donating \$1 for every “like” totaling a \$4,000 scholarship
- Samuelson Furniture has also donated a vendor scholarship to the NEWH New England Regional Group

Comments:

- New England Regional Group will be awarding at their holiday gathering at the end of 2014, thank-you to Samuelson Furniture for their support
- In 2014 NEWH Atlanta Chapter did a great job of awarding \$21,600 in scholarships and Rocky Mountain awarded \$9,500, New York awarded \$25,000 in 2013
- Great job to all of the chapters

VP/Membership- CYNTHIA GUTHRIE

Discussion:

- Defining more of what Leadership Council is (after Milliken retreat)
- Bringing in top level hotel management, senior level principals so they have the ability to get involved increase designers at events and expand membership
- Implementation around Leadership Conference
- Defining roles of benefits of participating
- Breakout session today, share you details
- Love to see scholarship recipients attending the IBOD meeting, share the word that’s what we’re all about
- Everyone here is dedicated to the cause and we’re all about scholarship

Fundraising– RON MCDANIEL

Discussion:

- Great motivating phone call with more Presidents and VP's on the phone call-thank-you
- Fundraising 101 discussion, what sponsors are looking for, how to promote it, etc.
- Will have template available in June
- Walked through board resources available on NEWH website
- Fundraising directors were trying to re-create the wheel, there's a lot of information out there that can be easily used
- Trying to streamline the fundraising process to make it easier for everyone
- Many chapters are talking to each other about their events, great to see this happen
- Please share your ideas and success with other chapters
- Discussed about tax exemption and events
- Work with Jason on succession, some chapters do a great succession plan other chapters say here's your book run with it
- We need a better plan for chapters to ensure correct succession planning
- NEWH Signature event still in development stage
- Concept of something created by a major designer, working on pros and cons of art ideas
- Alternative idea of multi-tier raffle with high, medium, low options
- Email Ron with suggestions and questions ron@paravars.com

MOTION TO APPOINT

Date: May 13, 2014

Motion Number: 2

I, Julia Marks, move to appoint Tara Mastrelli to the position of VP/Marketing. She will serve out the standard term for that position.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 18

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

Acting Vice President/Marketing– TARA MASTRELLI

Discussion:

- Thank-you excited to be taking on the role
- Introduced to NEWH as a Corporate Partner while I worked for HD
- Served on NY Chapter board in various positions
- Work on brand strategy, looking forward to doing that on a high level with NEWH
- Looking at chapter level, Inc. level messaging, materials, how we're seen in the marketplace, make a consistent and clarified message and elevate NEWH
- ALIS ownership event in LA reached out to NEWH to have a seat at the table, went out last week to represent NEWH
- Deloitte involved in Paris also launching a show in Miami in 2015
- Sponsorships with Lodging Conference and offer for a cocktail event at NYU in New York

Regional Tradeshow– BRYAN ADCOCK | PHILIP BYRNE - VP/Events

Discussion Philip Byrne:

- Regional tradeshows continued success thank-you to all of the volunteers
- Denver August, Houston October
- 2015 Roster full Dallas/Hawaii/Orlando/Chicago/San Francisco/Seattle/Minneapolis
- Always a great sell out
- Valuable suggestions from Corporate Partners from last night's event
- Please let us know your thoughts and suggestions
- Thank-you for all of your support and assistance

NEWH Hospitality Conference (Leadership Conference) – LEIGH MITCHELL | NEWH Conferences

Discussion:

- NEWH Leadership Conference in Dallas January 22-24th at Fairmont in Dallas, TX
- Trying to target key note speaker
- Shawano Sullivan with Rockwell, Adam Mahoney, Todd Henry, working on others will finalize in next 30-days
- Came up with a sponsorship matrix, will be emailed out to everyone
- Will hold contest for selling the most sponsorships between chapters, winning prize is up to \$2,500 towards airfare, registration and hotel for leadership conference
- Incorporate scholarship awards program during the event
- Chapters we need your scholarship event interviews, video footage, photos, please submit to Nicole at NEWH, Inc.

- Honolulu great segment for hospitality
- Great excitement for NEWH involvement in Hawaii
- NEWH helping with BDWest and BDNY with Power Players Women Leaders in Hospitality panel discussion breakfast with a focus on promoting women's excellence in hospitality
- Between all of us we've been to every major NEWH event as of today

Discussion Stacy Shoemaker Rauhen:

- Sat down with Shelia to discuss awarding Symmons scholarship created panel at HD Young Entrepreneurs breakfast 2 women, 2 men chat with Stacy with projects they're working on, views of the industry, etc.
- Social Hub Green Conversations high volume of sign-ups looking forward to a great turnout
- NEWH Magazine implemented chapter highlights in the back of the magazine, Shelia and Stacy will be putting together a template, please let us know your ideas/suggestions

International Relations | Canada – CHRIS TUCKER

Discussion Chris Tucker:

- 10th anniversary of Toronto Chapter please join us event will be November 18th a lot of interest from Corporate Partners
- East coast is trying to grow, trying to develop a group, we have (4) people interested
- Vancouver going strong
- Toronto going well

Comments:

- Asking chapters to send congratulatory wishes so we can put on a looped presentation to reinforce to attendees that we are an international organization send to Susan Burnside susan@burnsidedesign.com prior to October
- Use hashtags and feed details live

International Relations | United Kingdom – JULIAN BRINTON

Discussion:

- 50% new directors in January
- Membership is up
- One event every month
- Problem being concentrated solely in London, most of design community is in central London
- Awarding scholarship in October to a new school (previously World College of Arts) new students/variety of backgrounds
- Had majority supplies upset sponsors working on pulling in more of a variety
- Not easy to be more appealing
- Trying to raise awareness
- You wouldn't see badges on people at a London show

Introductions of Chapters present (please rise)

Break (10-minutes)

BREAK OUT: Group Discussions

Trisha Poole: Break-Out Sessions (3 Groups):

Email your notes to Shelia shelia.lohmiller@newh.org

1. Talking to NEWH, Inc. (Julie Buntrock/Trisha Poole) (what can we do better, what do you need, what works, what doesn't, what are your questions on procedures/processes)
2. Visiting Our Mission: Scholarship & Education (Andrea Thomas/Susan Burnside) (scholarships, creative ideas in developing new scholarships, how do we retain young professionals entering the industry)
3. Moving Forward with the Industry Leaders Council (Cindy Guthrie/Adrienne Pumphrey) (how do we cultivate more influential people and improve and maintain and disperse to chapters)

GROUP ONE-Talking to NEWH, Inc.

- Focused on financial items since Julie Buntrock (NEWH, Inc.) was in attendance
- Went through NEWH, Inc. office staff names, positions, initiatives
- Getting event reports back on a timely manner and return of activity reports, discussed ways to streamline
- Templates for budgeting; every event should go through a budget then turn in budgets
- Budgets throughout the year will help you create the end of year budget
- Chapters are stating budget templates are hard to follow, maintain, create
- Work out new templates by developing a committee to create new templates that will work for everyone
- Online report for events issued by Julie Hartmann, everyone likes this the report is easy and accessible
- Eventbrite testing out; concern with incoming data from Eventbrite NEWH, Inc. would have to manually enter in each individual, this needs to be looked at in more detail
- Discuss Eventbrite further with Shelia
- NEWH emails not being received, need to research more if we can find more ways to avoid this, is there additional software available, many people are not receiving NEWH emails

- When we hold a Regional Tradeshow, we should introduce NEWH, Inc. staff many people do not know who they are and their role it would bring more communication and understanding

GROUP TWO-Visiting Our Mission: Scholarship and Education

- Andrea reviewed NEWH mission statement
- Networking is a strong word; it's more about building relationships. socializing and engagement
- Education and recognition of students should be primary
- How do we get students to our events and more involved in NEWH
- Proud to have our scholarship recipients at our IBOD meeting today
- NEWH needs to be cool, relevant and contemporary with young generation
- Hospitality leaders and building relationships
- Membership is expecting something in return be more clear stating the benefits
- Overall communication should be overall less words, more visuals to stimulate designers and young leaders
- Testimonials need to be more visible in what we do especially through marketing materials, events, etc.
- Asset of knowing if you are moving somewhere and have NEWH members to socialize with that is a huge benefit, explain that more in what we do
- A mentorship program would be beneficial
- Marketing on website is too wordy, make it simple and clear only what needs to be said with our values
- Make scholarship recipients have a position on the board or more communication to show how they can participate and grow with NEWH; help with a committee or be an advocate with the school
- Scholarship marketing needs work, need to communicate clearly to students benefits of NEWH and future benefit options by staying involved and being awarded a scholarship
- It all goes back to marketing, clear communication and engaging scholarship winners

Questions/Comments:

- DC Metro: Chapter has tried many different things to involve the students, nothing has worked out well. DC would like to engage a student committee and have them check in people at events, have any other chapters tried this with success?
- Trisha: It's a challenge, we have all ages within our organizations, we don't want to lose our seniority and strength we need to focus on all of our ranges and market better and focus where we want to go. Younger generation wants to see use more accessible and relevant with-in social media while we have another generation that does not have as great of a need for it. Find a way to bridge the gap, the experience is critical to all of us.
- Dallas: Next to Now event, students come for one evening, they take home a portfolio of speakers/designers, one-on-one, portfolio reviews offered, exciting for the students and designers love it, we have a panel conversation it's a great way to bridge the two together
- We struggle to get students to apply for scholarships, trying to make more contact with the schools, what is causing this drop in applicants? What if we add in a trip to HD, would that be a possibility
- Julia: I don't think there is a legal objection to that but we have to do it a certain way since we cannot give funds directly to the students. Needs further discussion to see if there is a way that could be implemented. With NEWH, Inc. scholarship award; paid travel and lodging with award at major tradeshow. Interesting idea to explore, chapters might have events to award at that might be just as interesting to students.
- North Central: Held a portfolio roundtable event with professionals and students, part of award was trip to LA tradeshow and IBOD meeting as grand prize. Changing up this year, expense did not come out of scholarship account it came out of administrative account.
- LA: Have sent scholarship recipients to the Leadership Conference. Biggest part of breakout session was that our vision is not clear, so what do we do next? When students' are awarded a scholarship we're not clearly explaining what NEWH is and what they are getting involved in and what it could bring them. What is a networking organization?
- Cindy Guthrie: We've had past conversation of how we deliver the same message and talk about NEWH. We talked about doing a video. We used a video years ago that we would use with the colleges.
- Tara Mastrelli: We always have the challenge of asking what is NEWH, what do we stand for, what's with the women and networking thing? I will be helping over the next year in clarifying to reach multiple groups with multiple needs.
- Trisha: It's in the budget and this is something we're working on, it will take time.
- Dallas: Peer pressure works well, several years ago we said we're going to go out and talk to students; we weren't sure how we were going to do it. Do some research most schools have interior design student associations, they will help talk about NEWH, they would love participation. We signed up students at event and encourage them to volunteer, they are great with helping out and they learn about NEWH and feel included. Don't expect to build this overnight, it takes time. Physically going out to the schools is a great benefit and it helps us to figure out how to get them to us and involve them. Let them know that we are there to help and show them how. This year we had 40 scholarship applicants.

GROUP THREE –Moving Forward with the Industry Leaders Council

- Cindy put together a scope document, reviewed as a group
- Great topic and discussion
- Raise profile of NEWH
- Increase membership
- Diversify demographics
- Talked about description
- Idea in progress
- Become a resource for designers, earn credibility and engage
- Increase exposure of Hotel Scholarship Program NEWH offers, has great value, reach out to groups such as independent or hospitality and owners brands

- NEWH can help fill corporate needs as a mentorship and educational component
- Looking to owners and giving them the ability to preview talent and upcoming industry changes
- Recognition of owners participation; use more multi media
- Designer roundtable with owners asking questions, develop the do's and don'ts
- NEWH is a more affordable membership for their teams to join compared to other organizations
- Promoting a name of a scholarship in the name of an owner, needs more work of idea
- Will need engagement at chapter level

Overall Questions/Comments:

- Please forward your notes to Julie Buntrock: Julie.buntrock@newh.org

New Business | Trisha Poole

New Business-Trisha Poole:

- Next IBOD meeting, at BDNY in New York, November 8th, 2014 around 12:00/12:30, mark your calendars and stay tuned for further details
- Entrepreneurs breakfast is tomorrow please be there
- Attend NEWH Green Voice events
- Facebook "like" Samuelson
- EC Committee next

Questions/Comments:

- Judy Regan: The NEWH Leadership Conference is not just for board or NEWH members, it benefits anybody who is in a position or will be in a position of leadership; we don't just talk hospitality, its leadership. If you've never been you have to go, if you've gone you have to tell everybody to go.
- When you are at the show, you know who our corporate partners are please thank them, they don't have to give us money and support us but they do.
- If you get to Signature Carpets, please congratulate Bob Thomas on his ICON award. He is one dynamite member!
- All eligible members; nomination packets will go out in July/August, if you want to nominate someone or yourself look for the packets when released, questions contact Julie.Hartmann@newh.org

Adjournment:

MOTION TO ADJORN

Date: May 13, 2014

Motion Number: 5

I, Cynthia Guthrie, move that the meeting be adjourned at 3:48pm.

Motion seconded by: Philip Byrne

VOTE COUNT:

YEA: 19

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

PRESIDENT

TRISHA POOLE

Job Purpose:

- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.
- The Presidency is the highest honor the membership can bestow. In electing a fellow member as President, they are charged with the full responsibility of leadership of the organization.

2015 GOALS

1. Further the mission of NEWH.
2. Key Goals for 2015:
 - Increase NEWH, Inc. and NEWH Chapter participation of high level executives and professionals in the hospitality industry that are within positions to award contracts to design, architectural and purchasing professionals.
PROGRESS: A committee was established following the Las Vegas board meeting. Progress report is pending but input prior to Leadership Conference in January is expected. Key contacts have been identified with new brands that will expand our database for future opportunities to speak and share knowledge on the international and chapter level.
 - Improve membership and participation of students and young hospitality professionals from all demographic segments. Seek ways to keep them interested and involved with NEWH that will help make the organization more relevant today and exciting for the future.
PROGRESS: NEWH is working with VP Marketing Tara Mastrelli to improve current perception of brand to the hospitality industry and gain information related to the interests of the younger professionals and how NEWH can retain this demographic. This process is underway and should bring results that can be shared with IBOD in May 2015.
 - Build a higher awareness of NEWH and the mission of scholarships.
PROGRESS: NEWH is working with VP Scholarship, Andrea

Thomas to improve current scholarship programs and develop new ones that will build awareness for the organization while providing funds for students and important college programs. NEWH has identified new scholarship award venues with media partners that will help bring a higher awareness to our Scholarship program and the success of NEWH's fundraising efforts. New scholarships will be announced within the next 30-45 days.

NEWH will host a Scholarship Luncheon at the center of the Leadership Conference in Dallas 2015. The cost of the luncheon is included in the conference ticket, therefore allowing ALL attendees to witness the astonishing stories from our past recipients and learn the impact of NEWH's chapter scholarship programs.

In addition, we will develop the newest scholarship awards in association with hospitality brands in hopes this will bring attention at the highest level of the industry on what the NEWH scholarship program does.

STEPS TO ACHIEVE GOALS

1. Support and make all NEWH initiatives a priority that directly relate to the advancement of the Key Goals for 2015.
2. Listen and identify new ideas and interesting concepts that are offered by NEWH supporters related to the modification or addition to the "Key Goals".
3. Offer support and leadership to all EC and IBOD Members as they work towards their goals.

PRESIDENT ELECT

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.

SECRETARY

ANDREA SIMS

Job Purpose

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

2014 GOALS

- To maintain detailed records of all meetings and Executive Committee Calls.
- To contribute to discussions and EC meetings with ideas and feedback to further the mission of NEWH.

STEPS TO ACHIEVE GOALS

- Attend all EC meetings and conference calls.
- Take copious notes of each EC Meeting and Conference call.
- Submit meeting notes to National for distribution
- Bring feedback to EC meetings from NEWH Members & non-

members in order to refine methods and best practices.

LONG TERM GOALS FOR THIS POSITION

- Maintain highest standards for the position of secretary in the Executive Committee
- Submit detailed and copious reports of all meetings.

OTHER REPORT ITEMS

- EC Meetings held every other Friday at 10:30am c.
- EC Retreat was held at the Milliken Guest House March 2014.
- Follow Up to the EC Retreat will be held on Sunday November 9, 2014.

NEWH BOARD TRAINING SCHEDULE

Shaded = training occurred or is scheduled	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
ARIZONA		In person 4/11/2008			In person 12/1/2010	Webinar	In person 12/6/2013	Webinar	Webinar	In person
ATLANTA			In person 3/14/2009	Webinar	Webinar	In person 3/10/2012	Webinar	Webinar 1/7/2014	In person 10/18/2014	Webinar
ATLANTIC CITY		In person 3/1/2008		Webinar 12/6/2010		In person 2/25/2012	Webinar	Webinar	In person 2/7/2015	Webinar
CHICAGO	In person 2/2007	In person 1/2008		In person	In person 10/23/2010	Webinar	In person 10/27/2012	Webinar	Webinar	In person
DALLAS		In person 1/26/2008		In person	In person 10/8/2010	Webinar	In person 3/15/2013	Webinar	Webinar	In person
HOUSTON				In person	In person 10/7/2010	Webinar	Webinar	In person 2/8/2014	Webinar	In person
LAS VEGAS		In person 8/16/2008		Webinar 8/3/2010		In person 1/28/2012	Webinar	Webinar	In person 1/10/2015	Webinar
LOS ANGELES	In person 2007			In person 1/30/2010	Webinar	Webinar	In person 2/9/2013	Webinar	Webinar	In person
NEW YORK	In person 2007			Webinar 2/27/2010		In person 2/11/2012	Webinar	Webinar	In person	Webinar
NORTH CAROLINA REGION				Webinar 6/30/2010	TBD based on need	Webinar 4/26/2012	TBD based on need	Webinar 1/9/2014	TBD based on need	TBD based on need
NORTH CENTRAL	In person 5/5/2007			Webinar 3/22/2010	In person 3/5/2011	Webinar	Webinar	In person 1/11/2014	Webinar	webinar
NORTHWEST			Webinar 11/14/2009	Webinar		In Person 12/2/2011	Webinar 11/28/2012	Webinar 11/6/2013	In person 12/13/2014	Webinar
ORANGE COUNTY REGION				In person 9/28/2010	TBD based on need	TBD based on need	TBD based on need	Webinar 1/13/2014	TBD based on need	TBD based on need
ROCKY MOUNTAIN				In person 2/5/2010	Webinar	Webinar	Webinar 2/12/2013	In-person 2/27/2014	Webinar	In person
SAN DIEGO REGION (as needed)				In person 9/28/2010	TBD based on need	TBD based on need				
SAN FRANCISCO				Chartered 2010	In person 2/26/2011	Webinar	Webinar 2/5/2013	In person 11/16/2013	Webinar	Webinar
SOUTH FLORIDA	In person 11/3/2007				In person	In person 1/21/2012	Webinar	Webinar	In person	Webinar
SUNSHINE	In person 2007		In person 1/31/2009		In person 2/5/2011	Webinar	Webinar 11/15/2012	In person 10/18/2013	Webinar	Webinar
TORONTO		In person 12/6/2008		Webinar 1/24/2011		In person 10/15/2011	Webinar 11/20/2012	Webinar 11/19/2013	In person 12/6/2014	Webinar
UNITED KINGDOM					Webinar	Webinar	Webinar	In person 10/1/2014	Webinar	Webinar
VANCOUVER REGION (as needed)				Webinar 2/10/2010	TBD based on need	Webinar 3/6/2012	TBD based on need	TBD based on need	TBD based on need	TBD based on need
VIRGINIA REGION (as needed)			In person 3/28/2009	Webinar	TBD based on need	TBD based on need				
WASH DC	In person 2007		Webinar 10/22/2009	Webinar	In person	In person 2/16/2012	Webinar	Webinar	In person	webinar

RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN

Chapters	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes	Yes	Yes	Yes	N/M	Yes						Yes	
Atlanta	N/M	Yes	Yes	Yes	Yes								Yes	
Atlantic City	Yes	Yes	Yes	Yes	Yes	N/M	N/M	N/M	Yes				Yes	Yes
Chicago	Yes	Yes	Yes	Yes	Yes	Yes							Yes	
Dallas	Yes	Yes	Yes	Yes	Yes	Yes	N/M	Yes					Yes	
Houston	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	
Las Vegas	Yes	Yes	Yes	Yes	Yes	Yes		Yes					Yes	
Los Angeles	Yes	Yes	Yes	Yes	Yes	Yes	Yes						Yes	Yes
New York	Yes	Yes	Yes	Yes	N/M	Yes							Yes	
North Central	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					Yes	
Northwest	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					Yes	
Rocky Mountain	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	Yes
S. Florida	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					Yes	
San Francisco Bay	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	Yes
Sunshine	Yes	Yes	Yes	Yes	Yes	Yes	Yes						Yes	

Toronto	Yes	N/M	Yes					Yes							
UK	Yes	Yes	Yes	Yes	Yes	N/M	Yes	Yes	Yes						
Washington, DC	Yes						Yes								
Regional Groups (Minutes once a quarter)															
New England	N/M	N/M	Yes					Yes							
North Carolina	Yes	N/M	Yes												
Orange County	N/M	Yes	N/M	Yes											
San Diego	N/M	Yes	Yes												
Vancouver	Yes	N/M	Yes												

VP/FINANCE

FERNANDO DIAZ

Job Purpose

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

2014 GOALS

- Have all chapters submit budgets by the beginning of the year;
 - Have all chapters submit business plan by the beginning of the year;
 - Have all chapters submit results of activity reports; and
 - Participate in all discipline calls.
 - Develop Strategic Plan.
 - Develop Signature NEWH Fundraiser.
- turn
- Chapter QuickBooks online accounts are up to date
 - Initiated the 2015 bank account signature card process
 - NEWH, Inc. will assist with 2015 chapter budget development
 - Majority of chapter statements of accounts are up to date
 - Programming events are educational/networking events; therefore overall costs should reflect that
 - Scholarships are based on the previous years' fundraising proceeds. No more than 50% of the scholarship account should be given away

OTHER REPORT ITEMS

- All Chapters are in good standing with filing their 2013 tax re-

BANK BALANCES	
account balances as of 9/30/2014	
General	\$ 541,280.67
Scholarship	122,883.01
Cliff Tuttle Scholarship	29,739.00
Money Market (cash reserve fund)	163,929.41
Long Term Reserve Account (money market acct receives higher interest than CD)	200,000.00
Cash Reserve Account (money market acct receives higher interest than CD)	75,000.00
CD	100,000.00
NEWH, Inc. acct in Canada (7/31/13)	CAD 10,950.37
NEWH Canada, Inc.	CAD 75,683.16
NEWH, Inc. acct. in London	£ 3,198.79

Chapters	Annual Budget Rec'd	Statement from Bank	Labeling cds and deposits	Updated Signature Cards	Current on tax matters for 2013	2013 Fundraising Remittance	2013 to date Fundraising %***	2013 Monies transferred to Scholarship Acct	2014 Fundraising Remittance	2014 to date Fundraising %***	2014 Monies transferred to Scholarship Acct	Checking Bal	Date	Scholarship Bal	Date	CD	Date
Arizona	X	X	X	X	X	x	67%	2,969.65	Yes	41%	9,512.75	5,143.04	9/30/14	4,882.36	9/30/14		
Atlanta	X	X	X	X	X	Inv'd	43%	-	Inv'd	28%	11,753.84	59,780.75	9/30/14	19,669.55	9/30/14		
Atlantic City	X	X	X	X	X	Yes	77%	7,000.00	Inv'd	33%	3,420.00	9,403.79	9/30/14	9,541.75	9/30/14		
Chicago	X	X	X	X	X	Yes	36%	59,710.42	Needinfo	0%	-	98,591.20	9/30/14	39,236.56	9/30/14		
Dallas	X	X	X	X	X	Yes	33%	33,358.57	Needinfo	0%	-	31,101.84	9/30/14	44,170.56	9/30/14		
Houston		X	X	X	X	Yes	58%	2,025.00	Inv'd	83%	9,004.65	43,811.75	9/30/14	12,154.29	9/30/14		
Las Vegas		X	X	X	X	Inv'd	30%	23,076.93	Needinfo	0%	7,500.00	111,527.41	9/30/14	49,521.02	9/30/14		
Los Angeles	X	X	X	X	X	Yes	43%	2,800.00	Needinfo	0%	34,529.44	116,367.47	9/30/14	121,072.79	9/30/14		
New York	X	X	X	X	X	Yes	50%	27,167.66	Yes	40%	30,100.00	96,163.92	9/30/14	75,388.04	9/30/14		
North Central	X	X	X	X	X	Yes	56%	83.00	Inv'd	42%	13,295.76	34,718.05	9/30/14	24,226.56	9/30/14		
Northwest	X	X	X	X	X	Yes	62%	-	Inv'd	51%	17,300.00	90,867.90	9/30/14	15,660.93	9/30/14		

San Francisco Bay	X	X	X	X	X	Yes	51%	31,887.40	Needinfo	0%	19,709.29	118,916.03	9/30/14	42,055.16	9/30/14		
South Florida	X	X	X	X	X	Yes	63%	250.00	N/A	0%	6,180.57	30,106.68	9/30/14	24,244.14	9/30/14		
Sunshine	X	X	X	X	X	Yes	19%	27,278.35	Inv'd	55%	-	56,481.59	9/30/14	68,182.51	9/30/14		
Toronto	X	X					0%					32,358.25	9/30/14	30,899.45	9/30/14		
United Kingdom												9,899.54	9/30/14	2,991.81	9/30/14		
Washington DC	X	X	X	X	X	Yes	16%	20,479.92	Needinfo	0%	52,283.18	202,702.95	9/30/14	43,351.63	9/30/14	40,093.59	9/30/14

Regional Gps

New England												9,236.61	9/30/14	20,394.21	9/30/14
North Carolina												4,101.64	9/30/14	6,564.76	9/30/14
Orange County												6,369.71	9/30/14	17,940.94	9/30/14
San Diego														11,001.87	9/30/14
Vancouver															
Virginia														12,014.17	9/30/14

2014 BUDGET

		INCOME	EXPENSE
President		-	6,678.41
President Elect		-	1,003.59
Past President		-	10381.52
	Mentorship	-	395.75
Executive Adviser		-	694.60
Secretary		-	364.86
	Board Training	-	7,477.81
Vice President Finance		-	1,065.63
	Travel / Delegate	-	8,650.66
Vice President/Education		-	1193.68
	Scholarship	437.00	887.27
	Continuing Education	9,997.00	1,474.70
	Sustainable Scholarship	20,333.34	11,565.95
	ICON Scholarship	13,300.00	15,604.35
	Clifford Tuttle Scholarship	37,239.00	5,233.16
	Vendor Scholarship	18,000.00	18,458.88
VP/Membership		-	1,759.55
	Membership	202,863.05	106,454.50
	Expansion	-	301.63
VP/Development		-	446.13
	Corporate Partner Development	559,583.43	45,960.20
	Fundraising	70,647.14	3,101.71
	Leadership Council	-	-
VP/Marketing		-	3,440.14
	Marketing	-	3,226.99
	Marketing Communications	-	2,826.66
	Marketing Collateral	-	-
	NEWH Awards	-	1,858.08
VP/Events		-	1,800.24
	Tradeshows/USA	-	28,672.41
	Tradeshows/other	-	-
	Tradeshows/Regional	750,993.30	435,801.34
	NEWH Conferences	88,749.77	14,123.07
VP/Sustainability		-	2,350.39
	Sustainable Conference	-	-

Sustainable Hospitality	36,485.00	5,037.95
Administration	8,200.51	511,964.91
NEWH Governing Board Mtg.	-	15,054.04
Website	24,900.00	36,584.20
Publications	-	2,703.06
Reserve Acct.	-	37,498.50
Bank/Credit Card	-	8,103.31
Totals	\$ 1,842,386.70	\$ 1,414,350.30

VP/EDUCATION

ANDREA THOMAS

Job Purpose

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

2014 GOALS

Scholarship

- Work with the Director of Scholarship in the execution of all current scholarship initiatives including vendor scholarships, ICONS and the Sustainability design Competition.
- Interface with Chapter Directors via discipline calls.

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 TAKEN TO ACHIEVE GOALS

Vendor Scholarships

Fabricut FR-1 Harvey Nudelman Memorial Scholarship

- The application deadline for this \$4,000 scholarship will be in February 2015 and awarded at HD Expo in Las Vegas in May of 2015.

Fabric Innovations Legacy Scholarship

- Deborah Herman has generously made a three-year commitment to award this \$10,000 scholarship. The winning student is Camila Bayly, a Hotel Administration student from Cornell University. Camila and Deborah will be honored at the Platinum Circle Awards on November 11, 2014 at the Conrad New York, in conjunction with the IHM&RS show.

Symmons Smart Scholarship

- Symmons Industries awarded their first of three \$4,000 scholarships at HD Expo in May of 2014. The 2015 award will include a Guest Room Lavatory Faucet design competition. The standard NEWH criterion has to be met first and the projects from that group of students will be judged to select the winner. The student will be presented the award at a breakfast event during HD Expo May 2015 and their design will be showcased at the Symmons Booth. If the company decides to produce the design, the student designer will be credited in their literature. The winning student and the design will be used in the NEWH Magazine and website.

ICON of Industry

- The 2014 ICON is **Bob Thomas**, founder of Signature Carpets. A \$5,000 Scholarship in his honor will be given on November 10, 2014, at the Gold Key Awards taking place at the Mandarin Oriental. The winning student is **Tara Headley**, a graduate student in Interior Design at the Savanna College of Art and Design. She earned her BFA in design at SCAD, as well. The \$3,500 Honorable Mention Scholarship will be awarded to **Katherine Timmerman**, a Master's Degree candidate in Interior Design attending Florida State University, having also received her Bachelor's at Florida State. She will be presented

the award at HD Expo in Las Vegas in May 2015.

Clifford R. Tuttle Scholarship

- The first \$5,000 Scholarship, honoring our beloved Cliff Tuttle, will be given at the Platinum Circle Awards on November 11, 2014 at the Conrad New York. The student chosen of the many applications received is **Alex Knodel**, an BS Interior Design major at the University of Cincinnati. His goal is to follow in Cliff's footsteps as a pioneer in the Hospitality Industry.

Sustainable Design Competition – 2014 - 2015

- We are grateful to **JLF Ionemeadow and Cryton Fabrics** for their sponsorship of these two \$5,000 awards.

This year's competition is "**The Sustainable Guest Experience - Hostel.**" An undergraduate and graduate winner will be selected and recognized at HD Expo in May 2015. The deadline for receipt of the Intent to Participate form is due December 12, 2014 and the finished projects will be due February 11, 2015.

Continuing Education

- Chris Wasmer and MaryAnn Thornam, along with NEWH staff, have been working on completing the IACET application in order to become providers of our own CEU programs, the goal being able to offer state of the art, high quality educational programs to the hospitality industry. This process has come to a temporary stop with the loss of one of the staff members. Mary Phalen, new NEWH employee, is being brought up to speed on this involved process. We will start back on this project, shortly. We have registered with IDCEC as a conference provider, as well as with AIA, to have access to their CEUs in the meantime. If you are interested in working on this initiative, please contact Chris Wasmer – wasmer@roadrunner.com.

Board Training Manual

- 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 the VP Education or the NEWH Inc. office.

Website updates/corrections as necessary

- Working with the Scholarship Director and the Inc. office to update all scholarship information, as necessary, on website.

LONG TERM GOALS FOR THIS POSITION

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

SCHOLARSHIP

SUSAN BURNSIDE

Job Purpose

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

2014 GOALS

- Work with Chapters and Regional Groups to promote all NEWH Scholarship opportunities
- Work with Chapters and Regional Groups to establish new Vendor Scholarship opportunities at the local level
- Solicit new vendors for Scholarships focused on the other facets of the industry including Hotel Management, Purchasing and/or Culinary, as we seem to have many scholarships that focus on Interior Design

STEPS TO ACHIEVE GOALS

- Quarterly conference calls with Scholarship Directors
- Encouraging Scholarship Directors to work with their Marketing Chairs to promote opportunities through the social media pages of both NEWH and their local schools
- Work with NEWH Inc to source new opportunities and vendors for additional scholarships

LONG TERM GOALS FOR THIS POSITION

- Maintain good relationships with existing Sponsors
- Establish new Vendor Scholarships both nationally and locally to support all facets of the Hospitality Industry

OTHER REPORT ITEMS

- 2014 Cliff Tuttle Scholarship
 - 49 students applied
 - Several did not meet the criteria
 - ALEX KNODEL :: University of Cincinnati (interior design) is the first winner of this new scholarship award and will be presented his award in New York
- 2014 ICON of Industry Scholarship :: *Bob Thomas of Signature Carpets*
 - 22 students applied
 - Several did not meet the criteria

- TARA HEADLEY :: Savannah College of Art and Design (interior design) is the winner (\$5,000) and will be presented her award in New York
- KATHERINE TIMMERMAN :: Florida State (interior design) is the runner-up (\$3,500) and will be presented hew award at BDWEST
- 2014 Deborah Herman Scholarship
 - This has not been awarded at the time this report was written
 - Only 1 application received to date
- 2015 Sustainable Design Competition Scholarship has been launched
- 2015 Symmons Smart Scholarship will be released in first quarter of next year
- We had to disqualify many students from these scholarship awards because of their perceived financial need. In the application we ask "I am currently obligated to pay _____ in students loans after graduation." We have found more and more that many students do not qualify for student loans, but still have to pay for tuition for the upcoming term or for another entire year. Andrea and I have been working with Nicole to try to re-word that part of the document so that we can get a better understanding of the students' immediate financial needs, which is what the scholarship award will help to offset.
- I have looked into our scholarship opportunities should NEWH expand into Europe. Many European countries pay for post-secondary school education, so the financial need that North American students experience is not there. I will continue to work with Shelia, Nicole and Andrea on ideas for Scholarships for the European market.

SCHOLARSHIP AWARD REPORT

Chapter	2014	total # of awards	Total Given
Arizona	8,000.00	109	104,200.00
Atlanta	16,600.00	126	230,780.00
Atlantic City/Greater Philadelphia	0	5	13,500.00
Chicago	31,000.00	94	213,000.00
Dallas	30,000.00	149	290,200.00
Houston	0	99	99,625.00
Las Vegas	25,000.00	133	308,054.92
Los Angeles Founding Chapter	0	308	630,175.00
New England Region	0	26	18,950.00
New York	0	196	461,500.00
North Carolina Region	2,500.00	1	2,500.00
North Central	4,500.00	31	37,500.00
Northwest	7,000.00	31	48,500.00
Orange County Region (Southern Counties)	0	53	55,950.00
Rocky Mountain	9,500.00	35	65,200.00
San Diego Region	0	3	3,000.00
San Francisco Bay Area	15,000.00	7	30,000.00
South Florida	0	75	111,000.00
Sunshine	16,000.00	59	157,500.00

Toronto	18,000.00	43	CAD 81,013.00
United Kingdom	0	14	GBP 32,786.88
Vancouver	2,000.00	1	2,000.00
Virginia	0	8	16,500.00
Washington DC Metropolitan	20,000.00	99	248,300.00
Clifford Tuttle Scholarship	5,000.00	1	5,000.00
NEWH ICON of Industry	8,500.00	20	82,500.00
Sustainable Design Competition/School	5,000.00	9	45,000.00
Sustainable Design Competition/Student	5,000.00	9	40,000.00
Vendor - American Holtzcraft	0	1	3000.00
Vendor - Fabric Innovations Legacy	10,000.00	2	20,000.00
Vendor - Fabricut FR-One	3,000.00	8	24,500.00
Vendor - Symmons	4,000.00	1	4,000.00
TOTALS	245,600.00	1756	3,496,850.06

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.

2015 GOALS

- Collect and review CEU consumer needs/interests and NEWH processes
- Verify state CEU requirements and CEU organization standards
- Oversee development of CEU processes and accreditation in conjunction with accrediting agency standards

STEPS TO ACHIEVE GOAL

Work with national to identify and develop appropriate course offerings and method of survey

LONG TERM GOALS FOR THIS POSITION

Explore opportunities with other accreditation bodies.

VP/MEMBERSHIP

CYNTHIA GUTHRIE

Job Purpose

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

2014 GOALS

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level.
- Align goals with NEWH, Inc. Directors of Expansion & Membership for increasing membership & expansion.
- Work with chapters and regional groups looking at past and current ideas for ways to recruiting members and retaining members.
- Promote and increase Business Memberships
- Focus, identify & develop target areas/groups for growth & expansion.
- Verify/monitor compliance for group/chapter during expansion

STEPS TO ACHIEVE GOALS

- Review membership data/history & surveys to understand and mitigate decline of membership
- Work with, assign tasks to, review goals of and monitor NEWH, Inc. Directors of Expansion & Membership to align overall goals for increasing membership & expansion.
- Discipline conference call attendance with pertinent agenda items – ideas & practices review.
- Review current Business Membership level and work special promotion for this level and/or make changes. Develop new Business levels for NEWH Inc and chapters.
- Expansion – establish/review data (web, surveys & non-member mail list & communicate with NEWH, Inc. to develop markets for

expansion.

- Communicate with Fundraising, Programming, Hospitality Directors/Chairs at NEWH Inc. and Chapter levels to communicate important of inclusion of guests (non-members) at events and develop practices & strategies to convert to members.
- Review current procedures welcoming new members and membership renewals at NEWH, Inc. and chapter levels – potentially develop new procedures/systems.

LONG TERM GOALS FOR THIS POSITION

- Develop Standards and Best Practices for this position
- Develop Membership News for monthly email to member and non-member addresses.
- Increase Membership count to 2012 levels or better.

OTHER REPORT ITEMS

- Still in the works....During our strategic planning meeting at Milliken we further discussed potential formation of an “**Industry Leaders Council**” (ILC). A scope document has been started and there is still much work to be done to formulate an outline & criteria for the selection process of “Leaders”, qualification needed, commitments by Leader needed, and benefits given to “Leaders” as well as an announcement once the details are finalized. We welcome additional ideas and comments from the IBOD and would like to move forward on this quickly so we can have in place for the Leadership Conference as first gathering of the “Council”.

- Objective: Attract, engage, elevate and diversify demographics of participants/friends of NEWH with high level industry professionals. By Product - generate further industry recognition and raise profile of NEWH which in turn would create more networking, increase membership and leadership development.
- A Council member would be VP or higher level positions or at a level potential to award projects. There is potential for three (3) subsets – Educators, Designers and Hoteliers for consideration.
- They could be designers, hotel brand, hotel management/owners/developers & educators.
- It would be an invitation only position determined by the EC vote.
- We could reach out to each chapter to gather list for potentials similar to how TOP ID was gathered for names.
- They would have to commit to contribute to NEWH/Chapter of at least one event and meet for one (1) advisory/focus group for NEWH Inc. – Event examples: be a speaker, on panel, Owner’s Roundtable, attend, or some other TBD participation.
- Benefits to “Leader” could be complimentary admission to a

- Chapter Program, listing on the NEWH website, potentially local Chapter marketing – still in process of discussion.
- Potentially this could foster the development of new levels of membership.
- Budgets to get ILC members for advisory/focus participation/meeting to be vetted as well.
- Agenda for meeting to be determined.
- Hawaii –Very exciting to see the local hospitality community being supported by NEWH with the official email announcing a Regional Trade show to be held Feb 19, 2015. It will be interesting to see how many vendors do support the event and the prospect of Hawaii growing into a chapter someday and thriving with members.
- Thank you to our local chapter board members that participated in the Membership Discipline call. There were great ideas shared and I will explore ways to publish these ideas to each chapter...more to come on this. Please inform your membership directors that it is very important to attend these calls. There will be a mandatory call for all incoming 2015 Directors of Membership - the Inc office will announce dates & times shortly.

MEMBERSHIP

MEGHAN BAZEMORE

Job Purpose

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

NO GOALS/REPORT SUBMITTED

MEMBERSHIP REPORT BY CHAPTER

chapter	2013 Year End	2013 Year End w/ Students	2014 to date	2014 to date w/ Students	% of Change since January Meeting <small>does not include students</small>	2014 non renewals		2014 new members/ past returning		voting members	non-voting	students
	Students are not reflected											
Arizona	64	74	60	78	-6%	13	20.3%	16	26.7%	51	9	18
Atlanta	257	313	289	414	12%	39	15.2%	47	16.3%	239	50	125
Atlantic City/Philadelphia	66	81	60	80	-9%	7	10.6%	11	18.3%	49	11	20
Chicago	250	296	227	355	-9%	44	17.6%	51	22.5%	155	72	128
Dallas	322	528	352	543	9%	72	22.4%	85	24.1%	246	106	191
Houston	150	256	151	249	1%	19	12.7%	41	27.2%	97	54	98
Las Vegas	125	169	129	174	3%	24	19.2%	36	27.9%	99	30	45
Los Angeles Founding	192	250	242	307	26%	56	29.2%	79	32.6%	197	45	65
New York	349	518	393	496	13%	80	22.9%	107	27.2%	278	115	103
North Central	160	336	151	306	-6%	18	11.3%	11	7.3%	79	72	155
Northwest	121	145	142	185	17%	29	24.0%	46	32.4%	128	14	43
Rocky Mountain	102	135	107	140	5%	27	26.5%	31	29.0%	86	21	33
San Francisco Bay	153	216	192	232	25%	47	30.7%	63	32.8%	154	38	40
South Florida	132	173	118	152	-11%	26	19.7%	18	15.3%	86	32	34
Sunshine	192	257	201	262	5%	39	20.3%	36	17.9%	155	46	61
Toronto	143	168	134	187	-6%	26	18.2%	37	27.6%	105	29	53
United Kingdom	66	66	69	69	5%	20	30.3%	22	31.9%	68	1	0
Washington DC Metro	189	271	208	300	10%	37	19.6%	36	17.3%	148	60	92
New England Region	69	90	90	130	30%	23	33.3%	25	27.8%	83	7	40
Atlantic Canada Region	3	3	4	4	0%	2	66.7%	1	25.0%	4	0	0
North Carolina Region	70	77	63	149	-10%	16	22.9%	12	19.0%	56	7	86

Orange County Region	49	70	41	80	-16%	14	28.6%	7	17.1%	40	1	39
Regional Members	41	41	65	101	59%	19	46.3%	18	27.7%	58	7	36
San Diego Region	21	47	28	66	33%	7	33.3%	15	53.6%	25	3	38
Vancouver Region	38	123	44	159	16%	8	21.1%	6	13.6%	33	11	115
Virginia Region	22	61	0	0		0	0.0%	0		0	0	0

edited 31-October-2014

3346 4764 **3560 5218** **6%** 712 21.3% 857 24.1% 2719 841 1658

EXPANSION

JASON STOCK

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

2014 GOALS

- Develop a "global" comprehensive plan to deal with succession planning challenges and help fine tune the plan on a regional basis.
- Fortify membership base (retention) and look at best practices for growth (expansion).

STEPS TO ACHIEVE GOALS

- Working within the framework already established by NEWH in terms of what metrics are most conducive to a successful chapter I would like to work more closely with each individual region to help them fortify succession planning and membership retention and growth. This will include but will not be limited to:
 - Speaking with each individual group regarding succession

- planning to date and plans for the future
 - Speaking with "founders" or early pioneers of chapters and discuss their successes/best practices regarding succession planning and membership issues.
 - Work with the individual steering committee members of the regional groups to develop the plan, include local nuances, and begin implementation
 - Document the strategy, closely watch progress and identify commonalities to be applied globally.

LONG TERM GOALS FOR THIS POSITION

- Develop a Strategic Plan (1,3,5,7 Year) template to be implemented by the regional groups to be reviewed and adapted annually.

REGIONAL MEMBERSHIP

Regional Area	2014	2013	2012	2014 Projections
Alabama Region	2	1	0	
Arkansas Region	1	1	0	
Asia/Pacific	0	1	0	
Canada Regional	2	0	0	
Hawaii Region	13	0	0	
Indiana Region	6	1	1	

Regional Area	2014	2013	2012	2014 Projections
Memphis/Mid-South	21	11	3	
Michigan Region	11	1	2	
Missouri	4	3	0	
Ohio Region	7	10	5	
Oklahoma Region	7	6	3	
South Carolina Region	3	3	2	
Virginia Region	57			

VP/DEVELOPMENT

Job Purpose

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

2014 CORPORATE PARTNERS	level	partner since
Durkan Hospitality	Benefactor	1995
Fabricut Contract/S. Harris	Benefactor	2004
KOHLER Company	Benefactor	2012
RH Contract	Benefactor	2012
ULSTER	Benefactor	2003
American Leather	Patron	2008
Crypton Fabrics	Patron	2014
Delta Faucet Company	Patron	2014
Hospitality Design Group	Patron	2001
Hospitality Media Group, LLC	Patron	2012
Hotel Interactive	Patron	2012
Installation Services Group	Patron	2010

Milliken Hospitality	Patron	1996
Moen, Incorporated	Patron	2012
Summer Classics Contract	Patron	2011
American Atelier, Inc.	Supporting	2011
Arteriors Contract	Supporting	2013
Ashley Lighting, Inc.	Supporting	2012
B Carpet	Supporting	2001
Bernhardt Hospitality	Supporting	2012
Conneaut Leather	Supporting	2012
Electric Mirror	Supporting	2008
Fabric Innovations	Supporting	2011
Justice Design Group	Supporting	2013
Karndean DesignFlooring	Supporting	2011
Lexmark Carpet Mills	Supporting	2008
Lily Jack	Supporting	2011
Mandy Li Collection	Supporting	2011
OW Hospitality	Supporting	2014
P/Kaufmann Contract	Supporting	2011
Richloom Contract	Supporting	2013
Sem Fim	Supporting	2013
Serta International	Supporting	2005
Séura Incorporated	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
W A L T E R S	Supporting	2012

NEWH has put a cap on the number of Corporate Partners under each level of commitment (Benefactor – 5; Patron – 10; Supporting – 25). All are now filled. We are keeping a waiting list if a company is interested. They will be contacted if one of our current partners does not renew. All inquiries should be directed to Jena Seibel or Shelia Lohmiller.

FUNDRAISING

RON M^C DANIEL

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.

2015 GOALS

- Streamline processes and procedures to assist with improving efficiency.
- Help local chapters determine outreach plan to attract more members and sponsors
- Increase communication between local chapters and DoF.
- Work with local Chapters to develop long term business plan for their fundraising events.

STEPS TO ACHIEVE GOALS

- Accumulate and review Chapter processes and procedures for fundraising events.
- Obtain information from local Chapters to look for common denominators.

LONG TERM GOALS FOR THIS POSITION

- See the following Proposed Initiative

OTHER REPORT ITEMS

- Importance of conference calls

NEWH FUNDRAISING PROPOSED INITIATIVE 2015

- Evaluate current Board Resources Tools to determine effectiveness and relevancy.
- Update accordingly
- Create universal fundraising templates
- Review local chapters procedures for current fundraising events
- Streamline processes
 - Budgets

- Spreadsheets
- Registration
- Silent Auction
- Improve Efficiency
 - Fundraising Gmail accounts
 - DropBox
 - Record Keeping
- Sharing of Resources
- Working with INC
- Sponsorship Opportunities
- Who and When
- Marketing Benefits
- Event Benefits
- Attendee Outreach Possibilities
- Branding of Fundraising Events
- Business Plan for Fundraising Events
- Monthly News Letter
- Conference Calls! CONFERENCE Calls!! CONFERENCE CALLS!!!!!!!!!!!!

VP/MARKETING

TARA MASTRELLI

Job Purpose

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

2014 GOALS

- Complete comprehensive brand audit of NEWH
- Present key findings and recommendations to the board

STEPS TO ACHIEVE GOALS

- Review all current marketing materials
- Conduct a series of interviews with members and non-members
- Identify areas for improvement and recommend a plan to address them

LONG TERM GOALS FOR THIS POSITION

- Simplify and clarify the NEWH message
- Simplify the multiple logos for various initiatives across the organization
- Develop brand guidelines to help maintain consistency

- Develop a series of templates that can be used at the chapter levels to help make designing invitations, emails, sponsor menus, etc. easier and more impactful

OTHER REPORT ITEMS

- Looking for volunteers to be part of the marketing committee to address this work. All helping hands are appreciated, but I'm specifically looking for graphic designers, social media experts, and/or those with web design and development skills.
- If your chapter is doing something that has been particularly successful from a marketing standpoint (ie. Instagram campaigns/scavenger hunts, templates for sponsorship menus, etc.) I'm asking you to please document them and share. We have a lot of innovative ideas and execution, and would love them to be shared more broadly.

MARKETING COMMUNICATIONS

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.

MARKETING COLLATERAL

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.

VP/EVENTS

PHILIP BYRNE

Job Purpose

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

2014 Goals

- Ensure 2014 RTS are well executed and financially successful
- Plan with Inc RTS calendar for 2015/2016
- Ensure a succession plan in place

Steps to Achieve Goals

- Review position description process
- Work closely with Inc
- Work closely with RTS Director and Conference Director

Long Term Goals for This Position

- Introduce Chapters/Regional groups to the RTS experience
- Develop overseas relationships and events where possible

Other Report Items

- 2015 Leadership Conference thanks to Leigh and her team is

now all but ready.

- Trade shows for 2014 now all complete being held successfully in LA, DC, Atlanta, Denver and Houston.
- The 2015 Calendar is now full beginning with a Product Showcase event in Dallas in conjunction with Leadership Conference; followed by Hawaii, Orlando, Chicago, San Fran, Seattle and Minneapolis.
- Any interest with any other Chapters or Regional groups for 2016 considering hosting a RTS should contact Jena Seibel or Philip Byrne.
- As always many thanks to Inc. and hardworking volunteers everywhere at all levels, without whom our events would not be the successes they are.

NEWH CONFERENCES

LEIGH MITCHELL

Job Purpose

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

2014 GOALS

- Successful Execution of the 2015 Leadership Conference

STEPS TO ACHIEVE GOALS

- Calls with INC to verify all bases are covered for 2015 Conference
- Blitz needed for sponsorships, product tables and president dinner sales
- Discussion with Philip regarding 2015 Conference and timing, close work with the Dallas chapter on the many details
- Create Budget and pricing for conference

LONG TERM GOALS FOR THIS POSITION

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

REPORT UPDATE OCTOBER 1, 2014

- Fairmont Dallas selected as the 2015 Leadership Conference location.
- Dates of January 22-24, 2015 selected so as not to compete with ALIS conference.
- Schedule/timeline being finalized – great meeting in Dallas September 2014 to review venues.
- Trade show to have Innovator booths
- Keynotes finalized – Jeffrey Beers and Scott Gerber and Lori Strohs
- Scholarship luncheon – need videos from chapters
- Stacy working on Roundtable participants
- Next big push is marketing and selling of tickets
- 360” reception

REGIONAL TRADESHOWS

BRYAN ADCOCK

Job Purpose

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

NO REPORT SUBMITTED

VP/SUSTAINABLE HOSPITALITY

DINA BELON

Job Purpose

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

2014 GOALS

1. Produce Green Voice educational sessions at (3) Conferences and (2) Virtual Events in 2014
 - a. HD Las Vegas – May
 - b. Virtual Event – Sept.
 - c. Lodging Green & Sustainability Conference – Oct.
 - d. IHMRS & BDNY – Nov.
 - e. Virtual Event – Dec. (canceled)
2. Maintain (2) Green Voice Annual Sponsorships and grow to (4) within 2014.
 - a. JLF Lone Meadow
 - b. Global Lighting
 - c. Valley Forge
 - d. Northwest Carpet
3. Expand the sustainability participates in the NEWH directory – Marketing flyer released
4. Sponsorship for and Award the NEWH Sustainable Hospitality Scholarship (\$10,000) – May 15th, 2014
5. Produce a NEWH Sustainability Report in the 1st quarter of 2015, based on our benchmarking during 2014; report metric transparently and set goals for improvement related to Waste, Water, Energy, Purchasing, Social Impact
 - a. Utilize remote meetings / conferencing options to minimize excessive travel when possible
 - b. Offset NEWH’s carbon footprint for all official travel
 - c. Utilize the NEWH Sustainable Event plan; benchmark our sustainability efforts
 - d. The 2015 Sustainability Report align with (2) international standards; APEX/ASTM green meetings, and the Global Reporting Initiative (GRI).

- e. Sustainable travel criteria is a consideration in selection of venues and travel choices.
- f. Development and Implementation of an Environmentally Preferred Purchasing (EPP) policy
- g. Incorporation of social and environmental responsibility in NEWH mentorship program. Opportunity to utilize senior leaders in corporate brand membership (CSR).

HISTORICAL INFORMATION:

Chapter Sustainable Directors:

- 13 Chapter SD’s in 2012;
- 11 Chapter SD’s in 2013;
- 9 Chapter SD’s in 2014

Virtual Events:

- 2012 Attendees: 71 Attendees
- 2013 Attendees: all 3 sessions 72)
- 2014 Attendees: two sessions 60)

SPONSORS:

GV Sponsors \$10,000 Annual Commitment:

- JLF|lone meadow: July 8th 2014-2015
- Global Lighting: November 1st 2013-2015
- Valley Forge Fabrics: March 14th 2014-2015
- Northwest Carpets: March 14th 2014-2015

Sustainable Design Competition \$7,000 Annual Commitment:

- 2007-Current JLF|lone meadow
- 2015 Crypton

SUSTAINABLE HOSPITALITY

ADRIENNE PUMPHREY

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.

2014 GOALS

- Atlantic Canada Regional Group growth to build a new regional group in the East Coast
- Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH
- Explore and encourage new Regional Groups in other areas of Canada
- Recently Calgary & Edmonton have had some renewed interest from two of our past scholarship recipients, we will review to see if have further interest to support Regional Group
- Work with NEWH International to maintain structure and best practices for International Chapters working with NEWH Inc. for continued relations that benefit all parties
- Build on the Networking opportunities throughout Canada and USA
- Strengthen membership and relationships with US and UK counterparts
- Continue to work with NEWH in Vancouver, B.C. Has been a very strong and positive Regional Group with growth in membership in 2014 very strong board in place for 2015 with the commitment of the current Board
- Continued growth with other associations in Canada to expand our membership base
- Trade show in December 2014 with IIDEX – great partnership
- December 5 – Industry Party at Delta Flagship Hotel – NEWH to be key partner in marketing
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Work with interested individuals in Winnipeg, Calgary and Edmonton to see if have enough interested and committed to start Regional Groups.
- 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 2014 IIDEX in December 2014.

STEPS TO ACHIEVE GOALS

- Working with committee members in Vancouver Regional Group and Committees.
- Working with members in Halifax to build a committee with new members in Atlantic Canada to develop the Regional

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

- Toronto Chapter Celebrating our 10th Anniversary as a Chartered Chapter on November 18, 2014
- Will be a Gala event at the Bata Shoe Museum to celebrate 10 years.
- Continue to monitor the Canadian, taxes and accounting systems and report financial activity to NEWH Inc.

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

JULIAN BRINTON

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

JULIA MARKS

Job Purpose

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

2014 Goals

- Support our President, Trisha Poole and preside as the nominations chair for the 2015 International Board of Directors.
- Support the NEWH Inc. Board of Directors and NEWH committees on all initiatives.
- Work with our Ad Hoc Committee Chair, Sandy Banks, to put to-

gether a NEWH Mentorship program.

Steps to Achieve Goals

- Create Pilot Program
 - Including but not limited to code of ethics and confidentiality, program rules and requirements, questionnaire for mentors & mentees, marketing collateral

- Work with our three chapters to get started with the Pilot Program
 - Each chapter will hold a meet and greet with local professionals to introduce the pilot program, gauge interest, answer questions and learn what is needed/wanted from the program
 - Chapters in the Pilot are San Francisco, Chicago and Washington DC
- Training sessions

- Implement a training program for mentors
- Match mentors with mentorees
 - Create a measuring tool on successful matches, management and implementation of the overall program
- This is a very new endeavor and while we appreciate the excitement from our chapters and our members, we want to roll it out slowly and efficiently so as to learn from the process and create a positive experience and successful program. We appreciate all feedback!

NEWH MENTORSHIP

SANDY BANKS

Job Purpose

- Develop a program of informal mentorship for members of the Hospitality Industry

2014 GOALS

At HD Expo in May, we attempted to meet with the three presidents in the chapters chosen for the launch of the program. David Tracz of the Washington DC Metro Chapter was the only one to attend, but follow up calls were made to the group to advise of the details. We had hoped to set up launch gathering for all interested members in each chapter with a local director for each location that would act as liaison to the NEWH, Inc. Board. This person would monitor the mentor/mentee matches and report the progress. This is still the plan but because of summer holidays/vacations, etc., and fall schedules are very busy, this has been moved to 2015.

LONG TERM GOALS FOR THIS POSITION

Establish mentorship opportunities in all chapters interested in the

program

OTHER REPORT ITEMS

I will be in touch with the newly elected chapter presidents to determine if they are still onboard and interested in scheduling launch gatherings in the spring. In addition, the program will be announced and discussed at the scholarship luncheon at the Leadership Conference to reintroduce and invigorate national/international interest. Brochures and applications will be available throughout the conference for distribution. It is possible we will have to reassess our chapter choices and assign other available chapters. We will move forward with designing a standard meeting announcement that can be used as an e-blast, Facebook, or other social media that each chapter can use for future mentoring meetings.

EXECUTIVE ADVISER

HELEN REED

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 REPORT SUBMITTED

2014 GOALS

1. To assist and provide counsel to the Past President, President and Governing Board as needed and as it may be related to the organizations mission.
2. To assist in the preparation of the annual strategy plan for the organization.
3. Provide assistant with the President with any items that may be required.

NEWH AMBASSADORS

MICHELLE FINN

DEBORAH HERMAN

STACY RAUEN

Job Purpose

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

NO REPORT SUBMITTED

2014 GOALS

- To attend and promote all NEWH, Inc. and Regional NEWH activities. This includes bringing personal contacts to the events, helping 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 help make these events successful. These events include: Hospitality Fashion Challenge-Design in a Box, Summer Social with a Twist, Product Runway, Regional Golf Tournaments, NEWH trade shows, Leadership Conference and any others a specific chapter or national needs us to help develop or promote.
- Assist with promoting NEWH and providing access to hospitality ownership groups via participation in conferences targeting these groups i.e. ALIS, NYU Investment Conference and the Lodging Conference.

NEWH OFFICE

STAFF

BOARD

Ensure a Smooth Transition into 2015

Be sure to include those new 2015 board members in your end of year (Nov/Dec) board meetings so your current board members can mentor the new members. The new board members can see how the board meetings operate and will have the opportunity to ask questions of the current board member in their position to ensure an easy transition to your new board.

*Remind ALL board members to participate in the **mandatory discipline conference call for their respective position.** These calls will take place in November and December prior to the New Year. If you do not participate, you will not be able to serve on a Chapter Board of Directors.*

Encouraging members to volunteer

Do an email blast request for specific positions and request for help. We are having a hotel tour coming up and need 2 volunteers for check in, one to assist with the tours, and another to assist with f/b for the event.

Get Committee members

Committee development takes time and energy but is the key to offering high quality events. Have good committee structure is key to not burning out current board members. They also are great prospective board members for next year!

Delegate Board Reports

Delegates – it is your responsibility to submit a report for each NEWH, Inc. Board Meeting.
Board members – if you do not see your chapter report in this packet, be sure to follow-up with your delegates!

Quarterly Calls

Board members – the calendar for the quarterly calls will come out in January. Watch for it and **PLEASE participate in the quarterly calls for your discipline.** Encourage your new board members to attend the calls, there is a wealth of information shared during these calls and so much is learned when you talk to other chapter board members.

MEMBERSHIP

Chapter Membership

Many members have an early January dues date. Get a membership renewal committee in place to call those on the dues report who have an upcoming dues date or those who have recently lapsed who have not yet renewed. Encourage them to renew online (Renew your Dues link is on the top menu of the NEWH website) and personally invite them to your next chapter event. Your goal – to **RETAIN** the members you have! If you are a board member, be sure your membership is current!

Chapter Membership Applications

Please be sure to approve new members in a timely manner (within 30 days) and send the approvals to the NEWH Inc. office. You can vote via email but remember you need 100% participation and approval from voting board members.

Attracting Diverse Membership

Everything revolves around programming. The most successful chapters have created events that specifically are for those you are looking to attract. Conduct a member interest survey and ask your members what they would come to and what would make them join (contact the NEWH, Inc. office to set this up).

Member communication

Promote your members! Whether it is a promotion, job change, new baby, wedding, etc. – post the news on social media! Members LOVE to see this. Create a Member Spotlight on your chapter page and highlight a different member each month – contact the NEWH office to see how easy this is!

Students

Get your student members involved! The more they are involved as an associate/student, the easier it will be to monitor them after they graduate. They may very well be your up and coming board members! Ask them to volunteer at your events and in turn let them attend the event at no charge.

EVENTS

Events/Email Broadcasts

- **Please be sure to allow two (2) to three (3) days MINIMUM to process your email blast requests.** This is becoming an issue lately with many last minute email broadcast requests coming in from chapters. Please do not put us in the position where we are unable to accommodate you because of other deadlines we are trying to meet.
- **As you plan your 2015 event calendar, be sure to forward that calendar to Diane Federwitz.** People use the event calendar to plan their travel in order to attend other chapter events so please be sure your online calendar dates are up to date.
- 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 at the far bottom left of the home page. To be removed from a mailing list, at the bottom of all email broadcasts you will see “Click here to update your profile or unsubscribe from NEWH email” 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.
- TOP ID participation: Starts with buy in of the firms of what NEWH is all about and marketing/educating the promotion of the Top ID. “What’s in it for me” theory.

Planning your 2015 Events

- To avoid board burnout, focus on a few high quality events instead of many events. Fill in the other months with simple sun-downers or no host/no sponsorship networking events at local establishment that perhaps were newly renovated - see if they will offer tours.

PROGRAMMING

- Diversified attendance: Programming drives attendance, membership, and sponsorship. If you are having problems getting designers/purchasers/hoteliers to attend events or join NEWH, first start with what would they attend? Interview those you would like to attend and ask what they would attend. It sounds like firms are very busy and getting them out in the evening or away from their office it will need to be something that is of great value to them. It may be specializing one event towards hoteliers yet another to designers.

WEBSITE

- **Please review your chapter pages on the website.** Your chap-

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

SCHOLARSHIP

- **Scholarship applications:** Ask your students/professors best place to advertise your scholarship. Determine where students go to find info on scholarships. Collaborate with student IIDA or other student groups/chapters to post scholarship flyers/applications. Hold a student day at the college. Connect with and invite educators to events.
- **Engaging students:** Invite students to volunteer at check in desk at events, involve them in your fundraisers, or ask them to serve on a committee. Make sure scholarship recipients become student members, stay in touch with scholarship recipients. Have a mentor shadow with students at events; introduce them to your membership. Students and full-time educational professionals can join NEWH free. Chapter scholarship applicants and awardees can also apply for any of the NEWH, Inc. scholarship such as, FR-1, Fabric Innovations, Symmons, Clifford Tuttle, Sustainable Design Competition, etc.
- **Awarding scholarships:** Among the other scholarship criteria requirements, the student must have eligible debt through their school at time of the scholarship award for tuition, books or supplies. Scholarship check must be made payable to the college and mailed to the college; unused funds are returned to NEWH. Fundraising dollars raised this year will be applied to the following year's scholarships. Awarded scholarships should not exceed 50% of the scholarship account.

SECRETARY

- **Monthly Minutes:** Email monthly your approved board minutes to kathy.coughlin@newh.org IF you did not have a meeting that month send Kathy a message so the details can be noted on the master log for compliance.
- **Keeping information current:** Please call or email NEWH, Inc. with any personal/business information changes i.e. name, address, employer, email, etc. so that our records stay current and you continue to receive NEWH communications.

FINANCE

- **First Enterprise Bank** - All Chapters are now on board ☺
 1. Membership Dues reimbursements will be a transfer to each Chapter quarterly
 2. Event reimbursements will be a transfer to each Chapter
 3. NEWH, Inc. Chapter credit card can be utilized by all Chapters for down payments, invoice processing etc. (Request should be made 5 days prior to the date due)
 4. *GoPayment* readers are available
 - a. Please make sure **BOTH memo fields are filled out** – alleviates unidentified funds – and will help your participant identify what the charge was for
 - b. If you have having issues, please call and we will walk you through the process
 - c. Funds processed will be transferred after the event has occurred and we receive notification from the Chapter that NO REFUNDS are needed.

QuickBooks Online

1. Keep the chart of accounts as compact as possible (memo fields should be used to identify each event – not subaccounts)
2. When a check is hand written, please make sure you enter the information into QuickBooks right way. Then there is less likely to have a missed item. IF you are unsure to what account it needs to be applied, please call or email (julie.buntrock@newh.org or julie.hartmann@newh.org) and we will help you.
3. Deposits –
 - a. If you are sending the deposit to Inc., please make sure there is NO CASH in the envelope. We suggest having 2 people count the money and either write out a personal check or get a cashier's check.
 - b. If the Chapter is making their own deposit (mailing to the bank), make copies of checks sent for your backup. Once you have the deposit slip written, enter the information into QuickBooks right away.
4. IF a Chapter would more information on how to utilize QuickBooks to the fullest, please contact the Inc – we are always here to help.

Miscellaneous

1. Chapters may not have a credit or debit card
2. Membership Dues are ONLY to be collected by NEWH, Inc.
3. Forms (reimbursement, check requests, results of activity reports, etc.) can we found on the website under Board Resources or contact the NEWH, Inc. Office
4. Credit Card Processing via NEWH, Inc. Office - 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.** This expedites the reimbursement process to the chapter.
5. Certificate of Insurance is available for liability coverage and must be requested 10 days in advance pre-event from NEWH, Inc.
6. Scholarship checks must be made payable to the college and sent to the college; can never be given or made payable to a student.
7. Prior to fundraising or raffle activity, check your local and state laws and regulations.
8. **Results of Activity Reports (Programming and Fundraising Events):** Must be returned to Julie Buntrock or Julie Hartmann within 45 days of the event date. See Events for more information.

We look forward to chatting with you on the next conference call – Bring your questions!

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 – Kathy Coughlin
- Membership – Diane Federwitz or Kathy Coughlin
- Scholarship – Nicole Crawford
- Programming/Fundraising – Diane Federwitz; Event RSVPs – Julie Hartmann
- Regional Tradeshows/Corporate Partners – Jena Seibel or Mary Phalen
- Sustainability – Nicole Crawford
- Website/Newsletters – Diane Federwitz
- Other questions – just call, we would be glad to help!

All Board Members should feel free to contact Shelia Lohmiller, Executive Director of NEWH, at any time with any issue that concerns you, whether it be chapter related or NEWH, Inc. related.

Just a reminder, the NEWH, Inc. By-laws are to

NEWH what the U.S. constitution is to the American citizen - they will not be changed to benefit a few. Any requested change must be reviewed by the NEWH, Inc. Executive committee and the NEWH attorney before it is put before the membership for a vote.

CHAPTER REPORTS

ARIZONA

chartered May 5, 1995

Mary Blanchard, delegates
NO REPORT SUBMITTED

ATLANTA

chartered October 16, 1990

Jennifer Loux, delegate
NO REPORT SUBMITTED

ATLANTIC CITY

chartered September 9, 2008

Kristin O'Bara, delegate

MEMBERSHIP

1. 75 active members for our Chapter. We continue to look to different avenues to obtain our new members. The board has been reaching out to students and schools to obtain student members. This is in addition to promoting within the design and hospitality professionals the benefits of being a NEWH Chapter member.

PROGRAMMING

1. Scholarship Fundraiser, "Shoe Me Your Shoes" was on September 25th at the Chelsea Hotel in Atlantic City. This was our first year having shoes being designed by the teams as opposed to whole outfits. Both the concept and venue were well received by attendees.
2. Our Scholarship Awards Event is November 6th at Avalon Flooring Showroom in Philadelphia. We have had a luke warm response so far to for attendees and anticipate more interest in the event as it gets closer- 35 attendees rsvp'd so far for the event (10.16.14 numbers).
3. Our programming for the year included tours of completed member projects and showroom tours of our chapter sponsors.
4. Our Holiday Celebration is to be held at Pub & Kitchen in Philadelphia, a local popular restaurant and big supporter of the chapter due to design being done by a local design firm....inviting all board members, 2015 president elect- Karen Pelzer, 2015 board members and scholarship recipients. Event will be on December 4th, 2014.

SCHOLARSHIP

1. We will be awarding \$6,000.00 in scholarship awards this year at the annual Scholarship Event in Philadelphia. We have 10 applicants for this year's awards, 3 more than for the 2013 scholarships.
2. We have been making a better effort this year to acknowledge our scholarship awards winners throughout the year to draw attention to what is accomplished with the yearly fundraiser.

FUNDRAISING

1. All events held this year have been profitable; Event sponsorships and door ticket sales have sufficiently offset our event costs.
2. We have learned this year that it is important to solicit key sponsors/ partners for similar upcoming NEWH events- this year Brizo sponsored \$10,300 for our fundraiser, "Show Me Your Shoes".

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. We continue to send in news to NEWH Magazine for publicity of our chapter's latest happenings. We are looking for more ideas on what else to submit in to the magazine.
2. Growing our membership has been a difficult --bringing in new design community professionals as members is still an item we need help with. Reaching out directly to students with information about the free student membership is not enough to get new members. Any words of advice on how to sell the free membership to students? What is working for other chapters?
3. We need advice on how to get design firms interested in participating in Top ID. We struggle every year to get design firms that are interested and will supply the info in a timely manner.
4. We are open to ideas on how to get RSVP's for events sooner as opposed to last second social media and email blitzes to entice industry contacts to attend our networking events.

NEWH, Inc. STAFF NOTE: *Ideas for RSVPs... offer early bird rates until a certain date; offer first 30 to sign up a certain price, anyone after that a higher price; offer to members only first at a reduced rate; if you are letting people pay at the door - offer an online price to a certain date - after that date people can RSVP but have to pay at the door - the at the door price is the same, whether they are a member or not, and is a higher rate than online - this encourages people to RSVP online prior to the event and as well as makes it much easier for check-in at the event so membership does not need to be verified at the door.*

CHICAGO

chartered August 12, 1991

Kristofer Moore & Andrea Sims, delegates

MEMBERSHIP

We had 25 new general members approved in the 3rd quarter. We hope to recruit more student members at the upcoming Hospitality Round Table event in November. We will also have applications at the check in table at the Holiday Toy Drive in December.

PROGRAMMING

Third quarter for the Chicago programming committee included two events. We had a beautiful evening for our Summer Social event - with record attendance, held at the Godfrey Hotel on July 24. Programming teamed up with scholarship to invite and cel-

celebrate the scholarship recipients of 2014. Members of the board took time to take the scholarship winners around, introduce them, and have great conversations with many people that attended the event. This event was followed up by a Triplex tour – three separate hotels in one building. The Triplex Downtown Chicago River North Hotel Tour was our first “Members Only” event in a while and organized in this way in an effort to increase the value of membership. The tour included the following hotels: The Aloft City Center, Hyatt Place Chicago River North and Fairfield Inn& Suites Chicago River North.

As fourth quarter is upon us – we are planning for our 7th Annual Zanies Comedy Event – this is a Toy’s for Tot’s event that has been enjoyed for several years now.

This year the committee met monthly after each board meeting to work together on each of the events and to learn the various facets of Programming. We are looking forward to our 2nd year as the Programming Committee. At our November Committee meeting, we will be discussing events for next year and signing up leads for each event. We will have a jump start this year as we break our group into three target areas – Summer Social – our largest event; Hotel Tours; and smaller educational events that will continue to work with scholarship and sustainability.

SCHOLARSHIP

After reviewing and vetting scholarship applications, we selected

nine worthy candidates and awarded them a total of \$31,000! The students were recognized at our Summer Social event in late July. We are currently focusing our committee efforts on our first Student Roundtable Event slated for November 5. We have reached out to our respective schools with hopes of attracting 40-50 students for our event. Additionally, we have secured seven industry experts ranging from an hotelier to a designer specializing in international design to purchasing agents. It will be an evening event with light dinner held at a showroom in the Mart. We will have portfolio and resume reviews as well as helpful tips from our experts and handouts consisting of expert profiles, NEWH information and upcoming scholarship submittal dates. We currently have 31 students committed to attending the event.

Our BOD has voted to have one of our top scholarship recipients attend the Leadership Convention in Dallas in January.

FUNDRAISING

The NEWH Fundraising Board for the Chicago Chapter was a busy this third quarter planning for their 7th Annual Bootleggers Bash. Bootleggers is one of the two main fundraising events the Chicago Chapter puts on every year to raise money for scholarship. Raising over \$15,000 last year, this event brings together Designers, Purchasing Agents, Sales Reps, Students and Industry Professionals for a night of networking and recognition. This year, Bootleggers will host 4 Scholarship recipients from this past year.

DALLAS

chartered August 12, 1991

Kate Grubb & Ron McDaniel, delegates

EXECUTIVE/ADMIN: As 2014 comes to an end we are busy getting ahead of the game for 2015! A beautiful idea arose from our current Executive Advisor, Jessica Craig, to host a “Presidents’ Luncheon,” with the EA, Past President, Current President, VPs and next year’s incoming VP. We were able to brainstorm the past and future vision of our chapter, build on our strengths and solidify mentoring opportunities for our board and chapter. Also in the Administrative Branch, we have filled our position for Sustainability for 2015 and are excited to put in place the types of sustainable measures that will work best with our Chapter.

EDUCATION: The Dallas Chapter hosted our Annual Scholarship Dinner in June. A wild success, this event highlighted everything that our chapter does best. We were so fortunate to have 40 applicants and awarded \$30,000.00 in grants. Our event was hosted in a beautiful historic venue downtown with sold out attendance and a speaker from the Dallas Arts District. We asked three of our scholarship winners to speak to our chapter. These three brave girls pulled at each heartstring in the room with their touching remarks on their journeys and what the NEWH Scholarship monies are providing for their futures!

MEMBERSHIP: Throughout the 2014 year, we have seen gradual interests in NEWH that has helped to increase the overall total members for the Dallas Chapter. The month of September was busy with various NEWH board members participating with our university design programs. Kate Allison Grub, Roger Mathis and Ron McDaniel spoke at the University of North Texas meeting of IDSA (Interior Design Student Association) about NEWH. This has been the fourth time NEWH Dallas has spoken at UNT. Heather Scott and Lindsey Klein spoke at the TCU (Go Frogs!) interior design association meeting about NEWH and the benefits. This is the third time NEWH has spoken at TCU. During the meetings at both UNT and TCU, other organizations (ASID and IIDA) are present. However.....NEWH always rocks the meetings! Because of these two visits, the Dallas chapter was able to sign up 34

new student members to bring the grand total membership to 538! Our Board Buddy program continues to work successfully for us and will continue to move forward with it through 2017.

HOSPITALITY: We have continued the practice of handwritten birthday cards for NEWH Dallas Members. Louise Ross has put together an outstanding committee to ensure members received personalized birthday cards on their special day. She has also compiled an extensive list of volunteers to include members and students which are readily available to volunteer at the various events throughout the year.

FROM THE HEART: Colletta Conner has done an outstanding job of making sure we continue with our outreach programs for the entire chapter. She was instrumental with partnering up the Dallas Chapter with Dwell With Dignity. Dwell With Dignity mission is to help families escape poverty and homelessness through design; one household at a time. Their goal is to bring good design to those less fortunate, inspiring them to maintain a standard of living they can be proud of and thrive in. Various board members and general members participated with creating and designing an apartment for a single mother with two wonderful children. It was a “hands on” approach for all involved. It was an extremely emotional and powerful experience. During our recent Mambo Monday, our members collected art supplies to be distributed to students at the local schools.

FUNDRAISING: The Fourth Annual Life of Design Scholarship Fundraising event was held on October 16, 2014. Prior to the event, over \$38,000 had been raised through sponsorships and ticket sales. The original expected number of guests was to be 250 but had been increased to 300 attendees due to the overwhelming support of Life of Design. Several students from both UNT and TCU were on hand to participate as volunteers as well as design entries for the event. Since Fabric Innovations was the biggest sponsor, Elissa Murry (Fundraising Director) and Jodie Johnson (Fundraising Chair) asked Deborah Herman to announce the winners and pre-

sent the awards. Corporate Sponsors and Event Sponsors were recognized throughout the night via streaming videos and announcements. We will have the final figures to present at IBOD.

PROGRAMMING: Our Programming Director and Chair continue to provide quality events and tours for the NEWH Dallas chapter members. One of their goals is to continue reaching out to venues that are interesting and attractive in an ongoing effort to increase

membership.

MARKETING: The marketing committee continues to increase the coverage of Dallas NEWH via various social media promoting various Dallas chapter events. They have also been instrumental with ensuring the continuation of branding of programming events and Life of Design.

HOUSTON

chartered February 17, 1992

Christi Griffin, delegate

NO REPORT SUBMITTED

LAS VEGAS

chartered March 26, 1991

Tina Palardy & Mary Beth Powell, delegates

NO REPORT SUBMITTED

LOS ANGELES FOUNDING CHAPTER

founded October 1984

Cinnamon Alvarez Finken, Jonathan Kaler & Molly Prusmack delegates

MEMBERSHIP

1. We held a second membership drive in June. This was our third year bowling and first time incorporating a shoe design contest. Each Lane Sponsorship included a membership.

PROGRAMMING

1. We have had fewer events this year after receiving feedback from the last IBOD meeting that it's better to focus on quality vs. quantity.
2. We will be wrapping up the year with a build day for Habitat for Humanity and our annual Gala and Scholarship Awards, Flirty Thirties, a play off of our 30th anniversary.

SCHOLARSHIP

1. Our deadline for scholarship applications is October 31st.
2. Our Scholarship Director and Student Rep have been reaching out to and visiting schools in an attempt to receive more applications.
3. Our scholarship recipients and all those who have contributed to our chapter being able to award \$37,500 will be acknowledged at our gala in December.

FUNDRAISING

1. We have maintained a healthy reserve in our Scholarship account thanks in part to being able to host the regional trade show in January.
2. Our annual Gala is scheduled for December at The Mark, a fantastic venue on Pico in Los Angeles.

OTHER CHAPTER HIGHLIGHTS

1. Our Programming Director, Sara Walker just gave birth to a beautiful baby boy.
2. We are enthusiastic about our board members slated for 2015!

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. We could use help promoting that we have money to give in the form of scholarships. Getting enough applicants seems to be even more challenging.
2. We always appreciate ideas for great events (especially when it comes to successful fundraisers) and more ways to increase the perceived value of membership.
3. Balanced membership

NEW ENGLAND REGIONAL

(chartered November 4, 1992)

Kevin Hancock, Steering Committee Chair

NO REPORT SUBMITTED

NEW YORK

chartered July 23, 1991

Alicia Cannon & William Stuart, delegates

MEMBERSHIP

We are up 46 members since Q2 to 476 members. Toasty Tuesday attendance continues to be stellar and is one of the principal draws to offset the cost of annual membership. We are launching our annual membership drive this month.

PROGRAMMING

Toasty Tuesday's at new hotels with tours continue to be a great industry event (upwards of 100 people attend each one) and we have two more planned (October and December) for the last

quarter of 2014. As our Product Runway event is every other year, this November we are hosting our first scholarship gala. It will be held November 9th around IHMRS and BDNV. We had a great kick-off party for this event at the JANUS et Cie showroom in September. Pam Pasake continues to run monthly lunches as well. We have one CEU planned for later this year on flooring with Armstrong.

SCHOLARSHIP

We were able to match last year's benchmark for \$30,000 in

scholarships again this year, from a record number of entries. We have tied in the 2014 Gala with the scholarships, and will invite the honourees to join us for the event on 11/9 at the W Hotel in Manhattan.

FUNDRAISING

The Hospitality Design magazine-NEWH Owners' Roundtable helped raise some \$10,000 already this year, and we have already sold a good number of our sponsorships for the Gala coming up in November. Working on tickets now as there is some

confusion in the marketplace on the night of the event as we switched from Monday to Sunday night to accommodate BDNV's wishes.

OTHER CHAPTER HIGHLIGHTS

We are pleased to report that Lauren Ritter will be moving into a VP role next year, and the rest of the executive committee remains intact. We opted to keep membership costs at their current levels to continue to foster inclusivity and growth of the chapter.

NORTH CAROLINA REGIONAL

Karen Appert, Steering Committee Chair

MEMBERSHIP

1. We have 140 members as of September 2014. 78 are students, many who applied for our 2014 scholarship, none of which have been involved in our group events.
2. We still have mostly manufacturers and sales reps. as members, and need to build membership to include designers, purchasing cos. and hoteliers. We are working on strategies for events that will attract all groups, to make participation in NEWH NC more attractive to new and current members.
3. Only one design firm in our area is an NEWH NC member, so that is our only possible candidate for our region's NEWH Top ID submission. This is frustrating to our group.

PROGRAMMING

1. Currently preparing for our 3rd NEWH NC Hospitality Designer Day at High Point Market on Oct. 20.
 - a. The main focus will be a Lunch & Learn at the Lazar Furniture showroom, featuring a presentation by Gary Inman from Glavé & Holmes Architecture. Gary is from the Virginia NEWH chapter.
 - b. In addition, we are encouraging designers to visit one of 10 sponsor showrooms while at the market. We are hoping the educational event will encourage designers to attend, since our April High Point event was not well attended.
 - c. We are planning to host a High Point market event yearly, at the October market only.
2. Our group had an event at the Reynolda House Museum of Art on September 18, featuring a private tour of their Art of Seating exhibit and an interesting talk afterward. The event was attended by 10 people and included networking afterward.
3. The Hospitality Designer Day at High Point Market event on

April 8 had 24 sponsoring showrooms, but disappointing designer attendance.

4. We're planning to schedule hotel tours in Charlotte, Raleigh and the Greensboro area to keep our visibility up in the region.

SCHOLARSHIP

1. Our group is considering waiting to award our next scholarship until the Fall of 2015, since the one we awarded this spring caused some issues for graduating seniors.
2. We plan to contact schools with hospitality and/or design programs that did not send student applications this year, to expand student involvement.
3. We are considering asking our manufacturer members if they would contribute to a vendor scholarship for our group, so we could award more than one scholarship to students.

FUNDRAISING

1. Once we establish regularly attended events, we would like to create sponsorship levels for the year to help fund our events.
2. We would eventually like to provide events that are more than networking (e.g. educational, lunch included CEU, etc.) and charge non-members to attend these events. No other fundraising plans at this time.

OTHER CHAPTER HIGHLIGHTS

1. No other highlights.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. Suggestions for adding hospitality designers, purchasers and hoteliers to our membership.
2. Suggestions for getting more volunteer help from our membership.

NORTH CENTRAL

Chartered December 11, 2000

Brittany Johnson & Matthew Murray, delegates

MEMBERSHIP

1. This year's North Central Membership Drive was a bowling event help on May 1st at Memory Lanes in South Mpls. The turnout was good, industry reps were able to sponsor lanes and bring teams. Other reps provided sponsorships for the prizes of our 1950s themed costume contest.
2. We've seen an increase in our membership the last quarter and are really excited to market the Chapter Business Membership to design firms in our chapter, we see this as a great way to increase our designer membership.

PROGRAMMING

1. Winter 2014
Jan 16th: Happy Hour – Moto-i Sake Brew Pub

Held in the Ramen Room, American Olean sponsored our first Networking Happy Hour of the year. A very enjoyable evening and we met lots of new friends of NEWH North Central.

Feb 20th: Speed Mentoring- Fluid Interiors

Postponed to March 20th due to weather- See Scholarship notes below for the even recap.

March 20th: Hard Hat Tour & Happy Hour – Schmidt Artist Lofts followed by Pazzaluna

-Postponed to April 1st for the Speed Mentoring reschedule. This event was sold out and AMAZING! The tour group enjoyed seeing part of the project that is complete, the Bottling Plant, and the larger portion, the Brew House was still under various levels of construction. It was wonderful to tour such an amazing

project with so many levels of intricacy. The Happy Hour following at Pazzaluna was great, such hospitality in our Capital City, St Paul MN.

2. Spring 2014

May 1st: Membership Drive – Memory Lanes, Minneapolis
Had 8 lanes of bowling and food, in addition there was a 1950s inspired costume contest.

May 22nd: Portfolio Round Table – Target Commercial Interiors

ST please fill in

July 17th: Community Service Project: Phase 1 – Tour, St David's Center

Our chapter teamed up with a local chapter of facility managers/architects CEFPI in a joint effort to help out a local non-profit school for all students including those with disabilities. We toured their current facility and got an overview of the future phasing. They cannot afford all the design work needed so we will be providing our efforts in a charrette based design blitz in October. The tour of the space was just phase 1!

July 25th: Blank Canvas: Textile Design Competition deadline

We partnered with Richloom and Charter Furniture to develop a textile competition that focused on professional designers. The winners will be announced at the fundraiser in August and all proceeds from the competition entry fees will go to our scholarship fundraising efforts.

3. Summer 2014

August 18th: Fundraiser – Brit's Pub, Minneapolis

It was a packed event! We are looking into bigger space at the same venue for next year. We had lots of new faces and a few new members signed up. We held our annual silent auction and announced the winners of the Blank Canvas competition. The new design competition seemed to garner lots of great attention and we even had a yard of the winning fabric to show off! It's still a very casual affair but everyone has a good time!

-There was a follow up luncheon provided by Momentum for the winners of the Blank Canvas competition. It was a great place for the winners to network and meet an actual textile designer, Lydia Morgan of Loomsource was part of our hosting group. And then the winners each received their allotted fabrics and we got to unroll them and show them off! (See images below)



September 18th: CEU Blitz – Roseville

We had a morning session and an afternoon session of two certified CEUs each session. Some really great information shared!

September 25th: Community Service Project: Phase 2 – CEU Design + Autism

As a follow up to the tour and a precursor to the design charrette in October we had a local Autism expert present about how this condition can affect our design choices. Very well attended and a great and important subject for us all.

Upcoming – Fall 2014:

Oct 23rd: Community Service Project: Phase 3 – Design Charrette

The third and potentially final phase of this year's Community Service project with St. David's Center. Our volunteer group from NEWH North Central and CEFPI will collaborate together to develop three spaces within the school, the lobby experience, the classroom experience and the art/branding message. All keeping in mind that this facility is open to all, from typical students to those with multiple levels of disabilities. We're very

excited to see what is produced! There is discussion that we would continue working with this group to get some of the items for the space donated so that they can make the pretty picture a reality.

December 18th: Holiday Happy Hour

This year were going to take a step back and enjoy the holidays. We're planning a fun thank you to all our members and participants this year and we're going to bring in a fun and exciting new year!

FUNDRAISING

Our fundraiser did well this year but we definitely learned some things. Increased ticket prices doesn't mean a lower turn out! Keep the goals high on sponsorship, we had some great sponsorship this year, Thank you Brintons! If you compete, they will come. Our first ever professional focused design competition brought a lot of non-members and was really great to mix up the event. We have lots of great ideas for next year to keep this event getting better and better.

OTHER CHAPTER HIGHLIGHTS

1. Scholarship- Our packets have been sent out and the deadline for entry will be Oct. 27th. We will have (1) top winner who will receive \$2,000 towards their education and an expense paid trip to NEWH Leadership Conference 2015. Up to (2) runners-up will receive \$1,500 each towards their education.
2. We're very excited to share the Blank Canvas competition in the national magazine this year. What a great way to share events, successes etc.
3. Our calendar is set for 2015, we will be able to reserve our fund-

raiser location within the next two months and will have our Regional Tradeshow location and date narrowed down soon. We're looking ahead towards a big 2015.

CHAPTER QUESTIONS

Had a discussion regarding email blasts from national and other chapters. We know that people can sign up for emails without being a member but aren't sure where that is in the new format website. Also were concerned about NEWH-washing. We've had people ignore our important chapter event emails because so many emails are coming from national etc. Wondered if there are other filters people can select or if other chapters have any concerns or responses to this issue.

NEWH, Inc. STAFF NOTE: *At the bottom of each email broadcast is a link "click here to update your profile or unsubscribe" – tell people to click on there and they will be able to pick and choose what email lists they want to be on and be able to unsubscribe from lists they do not want to be on. If you have new people who want to receive email, at the very top right of the NEWH website next to JOIN is a gray box that says 'Join our Email List' – they enter their email and will be asked to complete a form and can sign up there for which lists they want to be on.*



NORTHWEST

chartered March 23, 1995

Stephanie Deshaies & Vanessa Vaughan, delegates

NO REPORT SUBMITTED

ROCKY MOUNTAIN

chartered December 3, 1991

, delegate

NO REPORT SUBMITTED

ORANGE COUNTY REGIONAL

(chartered 1988)

Christine Wasmer, Steering Committee Chair

NO REPORT SUBMITTED

SAN FRANCISCO BAY AREA

chartered June 1, 2010

Debra Calkins & Jill Schmitz, delegates

MEMBERSHIP

Our Chapter has done a great job retaining members and attracting new members. Grand Total membership is 220 with 138 voting members.

PROGRAMMING

1. May: We trekked over to East side of the bay for an event at The Tile Shop. Attendees got to make a mosaic garden paver and were sent home with grout and instructions to finish off the paver.
2. June: The chapter held our annual State of the Hospitality Industry event at Gensler. Our community really turned out for

this event; standing room only! We had a presentation by JLL of trends and statistics followed by a raucous panel discussion from leading hotel owners, operators, purchasing agents and designers.

3. July: We beat the July gloom in SF by heading north to Tiburon @ Sam's for our Marin event. It was well attended as the Marin event always is.
4. August: The Restaurant Panel was held at SomArts in partnership with Cornell. We had great speakers and of course great food!
5. September: We designated the September Nob Hill Hotel Tour

as our annual membership drive. Many new members signed up that night as well as the two weeks leading up to the event. The hotel hop started at the Mark Hopkins Club Lounge, then crossed the street to tour the Scarlett Huntington and finished off at the Fairmont. We had over 125 people do this Nob Hill hotel hop with us.

SCHOLARSHIP

This year we were able to give three \$5,000 scholarships to deserving and dedicated students. Two of the students are majoring in Hospitality & Tourism Management and one of the students is majoring in Interior Architecture & Design.

FUNDRAISING

Wine by Design is finally here and we are busy putting the finishing touches on our fundraiser. The sun has always shined the weekend of WBD and it looks like this year will be no different. We sold out in record timing with people still on the waitlist hoping some last minute cancellations will open up a seat for them. We start our morning at Union Square @ 8:00AM to load everyone up on the busses and head to Napa. First stop will be Domaine Chandon for bubble flights with light food pairings.

SOUTH FLORIDA

chartered October 2, 2003

Monica Fuentes, delegate

NO REPORT SUBMITTED

SUNSHINE

chartered September 1996

Teddi Powers & Lora Spran, delegates

The Sunshine Chapter has had a great year thus far and is looking forward to wrapping up the year with a strong finish.

On June 26, we held our bowling fundraiser with a disco theme. The event was sold out within 2 weeks. It was a huge success. Everyone raved about the event for weeks to follow. It was one of our record-breaking fundraisers for the Sunshine Chapter with net proceeds of \$10,879.53

On August 7, we hosted our Scholarship Dinner. We had over 45 people in attendance and gave away four scholarships, totaling \$16,000.00.

In October, we will host our sustainable event. It will be held at a neighborhood market and food culture hub inspired by local farmers and food artisans with a mission to through collaboration and creativity, to strive to cultivate an appreciation for our true sustenance, a better understanding of our food system, and a dynamic local economy.

For the second stop we will head to recently renovated Hall Winery for lunch, more wine, lawn bowling, raffle and of course our infamous grape stomp.

OTHER CHAPTER HIGHLIGHTS

1. Our Chapter is honored to be one of the Sustainable pilot chapters. We always strive to be as close to zero waste as possible at all of our events and welcome the challenge to take it even further this year. SF is also excited to be one of the pilot chapters for the mentoring program and we look forward to what that adds to our chapter and the membership.
2. As we finalized our chapter slate for next year's board positions, we once again realized how grateful we are to have amazing members each year who step up and volunteer to be a part of our board.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

We continue to struggle with a low number of scholarship applicants. Luckily, we manage to find some very qualified candidates in the bunch that we get but we would love to have a broader pool to choose from.

TORONTO

chartered November 18, 2004

Tara Witt, delegate

NO REPORT SUBMITTED

UNITED KINGDOM

chartered June 12, 2002

, delegate

NO REPORT SUBMITTED

VANCOUVER REGIONAL

Chris Kitteridge, steering committee chair

NO REPORT SUBMITTED

WASHINGTON DC METROPOLITAN

chartered November 6, 1992

Valerie Coleman & Melinda Peck, delegates

MEMBERSHIP

Total Members (as of 10/7/2014): 293

PROGRAMMING

1. April 24, 2014 – The NEWH/Washington DC chapter hosted **“The Secrets of Sustainability: Hotel Tour & Sustainability Panel”** at The Hotel at Arundel Preserve (a LEED Silver Hotel), a captivating panel discussion with hospitality industry leaders on responsible materials and furnishings sourcing. The Process: DESIGN, PROCUREMENT, REPORTING and COMMUNICATION. Moderator: David Tracz, Partner, Studio 3877 and NEWH Washington DC Chapter President 2013-2014 Panelist: Dina Belon-Sayre, Director, Hospitality Strategic Alliance & Development, MindClick Global; Laurie Woliung, Director of Design, Marriott International; Sharon Ann Flynn, Director, Prototype Design, Wyndham Worldwide; and Dave Lippert, Vice President of Procurement, Marriott International.
2. August 21, 2014, the chapter hosted **“Painting, Prosecco, & Perrier,”** a creative and fun evening held at the VisArts Center, Rockville, MD. ViaArts at Rockville is a dynamic, no-profit arts center dedicated to engaging the community in the arts and providing opportunities for artistic expression, education and participation. www.VisArtsCenter.org. Each attendee at this SOLD OUT event was able to paint in acrylics under the guidance of Kim Wollins, artist/presenter and sales director for VisArts. Thank you to our sponsors for bringing this great program to NEWH Washington DC Chapter members and guests:
 - Accent Art and Frame, Artline Group, JVA Art Group.
 - Catering provided by Cava Mezze and SUGO.
 - Perrier provided by Jamie Stern / Texstyle.
 - Prosecco provided by Kimball Hospitality.
 - Photos courtesy of Lynda Welte, Ailene Werner and Mary Ann O’Neil.
3. We’ve launched a new monthly **Happy Hour**, branded **“Winesday Wednesdays,”** which began September 24th, 2014 at Barcelona Wine Bar in Washington, DC, which brought in new guests and new members to the chapter. This event will continue on the last Wednesday of each month, with the venue rotating each month.... October 29ths event will take place at Coastal Flats Restaurant at The Rio in Gaithersburg, MD. We hope to make this a staple event for the chapter.
4. The chapter continues its monthly **Hospitality Luncheons** – 1st Wednesdays at noon at The Grilled Oyster Co. in Potomac, MD, hosted by NEWH member Laura Ann Francis; and 2nd Wednesdays at noon at the City Cafe in Baltimore, MD, hosted by NEWH member Heather McCarty.
5. SAVE THE DATE!!!!...the chapter is preparing for our next large event, the **State of The Hospitality Industry 2014 (SOTHI)** event on November 18, 2014 at the Hyatt Regency Bethesda, MD. With networking, appetizers and cash bar, a panel discussion, coffee and desert, this promises yet again to be a grand event.
6. Our annual **Chapter Holiday Gala** will take place at the O Street Hotel Lounge in Washington, DC on December 11, 2014. Stay tuned as more details become available.

SCHOLARSHIP

1. The 2014 scholarship winners were formally recognized and celebrated at the chapter’s **Scholarship Awards Event** on October 16, 2014, at the new Washington Design Center located at 1099 14th Street, NW, Washington, DC. The hosting showrooms were Duralee, Fabricut/S. Harris, Kravet/Lee Jofa, Robert Allen, and the program was a joint effort between the Programming and Scholarship committees.
 - a. 7 students were awarded \$20,000 in scholarship monies
 - b. Event Mistress of Ceremonies was Kristin Smith, Marriott International
 - c. Remarks provided by former scholarship recipient, Valerie Coleman, VBC Interior Design
2. The chapter’s **2014 Scholarship Recipients** are:

a. Mindy Adams	GWU	Hospitality Mgt.	\$3000
b. Aimee Dizon	GWU	Hospitality Mgt.	\$3000
c. Jenae Clawson	GWU	Hospitality Mgt.	\$3000
d. Zahra Keihani	Montgomery College	ID	\$4000
e. Tonisha Patterson	Morgan State	Hospitality Mgt	\$3000
f. Mary Temple	Marymount University	ID	\$2000
g. Lionel Olfus	Stratford U./Balt.	Culinary Mgt	\$2000

FUNDRAISING

The chapter held another very successful annual **Golf Tournament Fundraiser** event on October 6th, 2014 at Lakewood Country Club in Rockville, MD. Marriott as the title sponsor. No rain this year, but all had fun raising funds on a beautiful fall weather day. We’re awaiting final tally of funds raised at the event, which will directly support the chapter’s scholarship fund.

OTHER CHAPTER HIGHLIGHTS

1. **Community Service** –
 - a. Our chapter is preparing to participate in the annual **American Heart Walk**, November 8th, 2014, at the National Mall in Washington, DC, led by Barbara Azzinaro. Go “Team Azzinaro!” for already surpassing your fundraising goal.
 - b. Our chapter will plan to hold its annual **Christmas Party for the children at the St. Ann’s Center for Youth, Children & Families** in Hyattsville, MD, in March/April of 2015 (as a Christmas in April event). Stay tuned for more details!
2. **Strategic Planning 2015** –
 - a. Our chapter will hold its **strategic planning meeting** on December 3, 2014 at TBD location after the monthly chapter board meeting. The new 2015 board members will be welcomed, and we will all be immersed in NEWH budgeting & program planning for 2015.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH:

In looking at our QuickBooks account, we have noticed that not only are we being charged \$10.00/month to Enterprise Bank for the "privilege" of banking with them, but we were also charged for two series of new checks from 1st Enterprise—one for our checking account, and one for just the Savings/scholarship account. Given the amount of money that we have deposited with this bank, and the large amount deposited by all the other NEWH chapters, why are we paying maintenance fees?

By way of history, Bank of America never charged a service charge for any of our accounts; their check fees were more reasonable, and we have not had a separate set of checks for Scholarship... money was



electronically moved from one account to checking.

NEWH, Inc. STAFF NOTE: *We have contacted 1st Enterprise Bank and they are removing the service charges moving forward. In regard to the duplicate charges, there may have been a misunder-*

standing with the bank on your supply order. We are investigating as no checks are ever written out of the scholarship account. In the future, please contact the NEWH, Inc. for any financial concerns so we can address it promptly.

ADDENDA

MOTION TO APPROVE MINUTES

Date: Nov 8, 2014

Motion Number: 1

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

Motion seconded by: _____

VOTE COUNT:

YEA: _____

NAY: _____

ABSTENTION: _____

STATUS OF MOTION:

Carried:

Defeated:

MOTION TO ADJORN

Date: Nov 8, 2014

Motion Number:

I, _____, move that the meeting be adjourned.

Motion seconded by: _____

VOTE COUNT:

YEA: _____

NAY: _____

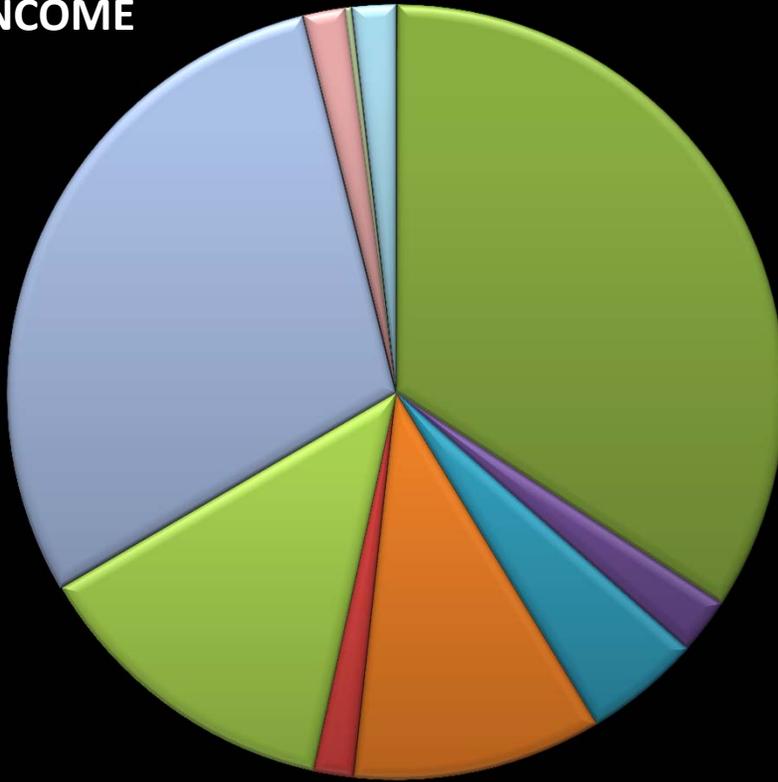
ABSTENTION: _____

STATUS OF MOTION:

Carried:

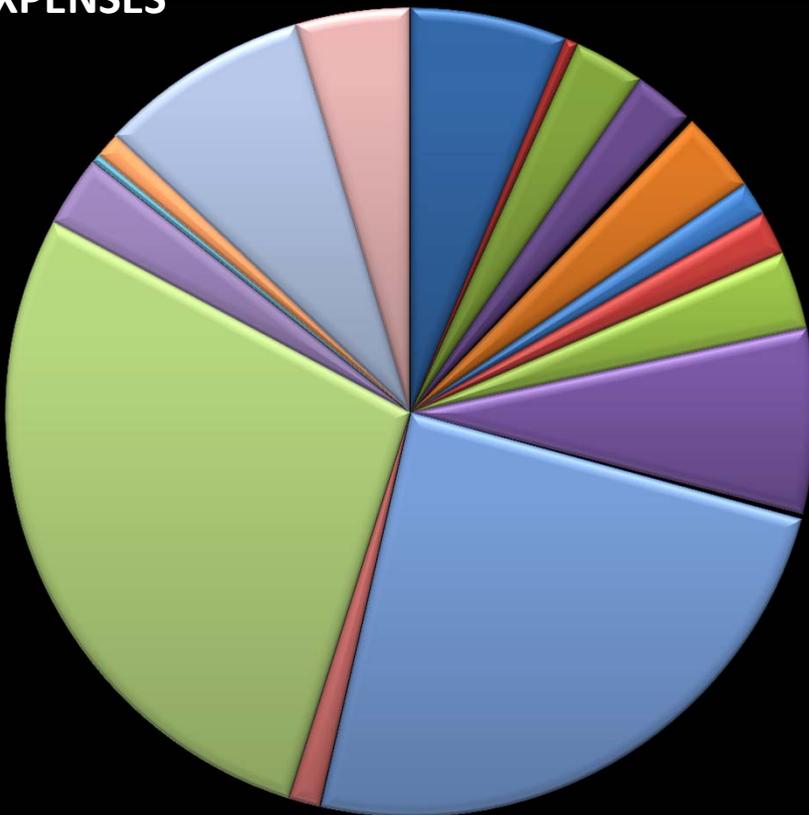
Defeated:

INCOME



- Administration
- Board Training
- Corporate Partner
- Education
- Fundraising
- Leadership Conference
- Leadership Council
- Marketing
- Membership
- Mentorship
- Misc
- Phone/Email
- Regional Tradeshows
- Sustainability
- Tradeshows
- Travel
- Website

EXPENSES



- Administration
- Board Training
- Corporate Partner
- Education
- Fundraising
- Leadership Conference
- Leadership Council
- Legal/Accounting/Insurance
- Marketing
- Membership
- Mentorship
- Misc
- Payroll/Benefits/Taxes
- Phone/Email
- Regional Tradeshows
- Reserve Account
- Sustainability
- Tradeshows
- Travel
- Website

SCHOLARSHIP ACCOUNT ANALYSIS

Restricted Membership Donations			
	2012	410.00	Transferred into scholarship account
	2013	610.00	Transferred into scholarship account
	2014	12.00	Transferred into scholarship account
Sustainable Scholarship			
Income			
	2012	\$ 6,666.67	JLF/lone meadow contribution
		6,666.66	Valley Forge contribution
		\$ 13,333.33	
Expenses			
		\$ 438.52	Awards
		15,000.00	Scholarship grants
		818.20	Travel
		\$ 16,256.72	
<i>Shortage of funds</i>		\$ (2,923.39)	
Income			
	2013	\$ 6,666.66	JLF/lone meadow contribution
		6,666.67	Valley Forge contribution
		\$ 13,333.33	
Expenses			
		\$ 366.65	Awards
		368.75	Graphic Design
		20.78	Postage
		111.76	Printing
		10,000.00	Scholarship grants
		1,372.41	Travel
		53.74	Website
		\$ 12,294.09	
<i>Excess funds transferred into scholarship account</i>		\$ 1,039.24	
Income			
	2014	\$ 7,000.00	Crypton Fabrics
		6,666.67	Valley Forge contribution
		\$ 13,666.67	
Expenses			
		\$ 353.77	Awards
		-	Graphic Design
		22.42	Postage
		-	Printing
		10,000.00	Scholarship grants
		1,474.84	Travel
		-	Website
		\$ 11,851.03	
<i>Excess funds transferred into scholarship account</i>		\$ 1,815.64	
ICON Scholarship			
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
		\$ 13,450.14	
<i>Shortage of funds</i>		\$ (12,350.14)	
Income			
	2013	\$ -	Ray Anderson Tribute Book
Expenses			
		\$ 276.88	Awards
		350.00	Graphic Design
		55.55	Postage

		200.00	Press Release
		1,975.86	Printing
		8,500.00	Scholarship grants
		1,545.80	Travel
		<u>\$ 12,904.09</u>	
<i>Shortage of funds</i>		<u>\$ (12,904.09)</u>	
Income			
	2014	\$ 13,300.00	Bob Thomas Tribute Book
Expenses			
		\$ 277.20	Awards
		118.75	Graphic Design
		-	Postage
		-	Press Release
		4,169.02	Printing
		8,500.00	Scholarship grants
		10.20	Teleconference
		1,592.20	Travel
		<u>\$ 14,667.37</u>	
<i>Excess funds transferred into scholarship account</i>		<u>\$ (1,367.37)</u>	
Vendor Scholarship			
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</i>		<u>\$ (175.42)</u>	
Income			
	2013	\$ 3,000.00	Fabricut Contract/S. Harris contribution
		10,000.00	Fabric Innovations
		5,000.00	Symmons
		<u>\$ 18,000.00</u>	
Expenses			
		\$ 370.42	Awards
		13,000.00	Scholarship grants
		773.60	Travel
		<u>14,144.02</u>	
<i>Excess funds transferred into scholarship account</i>		<u>\$ 3,855.98</u>	
Income			
	2014	\$ 8,000.00	Fabricut Contract/S. Harris contribution
		10,000.00	Fabric Innovations
		<u>\$ 18,000.00</u>	
Expenses			
		\$ 540.82	Awards
		17,000.00	Scholarship grants
		1,945.06	Travel
		<u>19,485.88</u>	
<i>Shortage of funds</i>		<u>\$ (11,485.88)</u>	
Cliff Tuttle Scholarship			
Income			
	2014	\$ 27,739.00	
Expenses			
		\$ 91.16	Awards
		5,000.00	Scholarship grants
		873.20	Travel
		<u>5,964.36</u>	
<i>Excess funds to carryover into following years</i>		<u>\$ 21,774.64</u>	
Interest Income			
	2012	\$ 152.44	General Interest
		345.91	CD Interest transferred into scholarship account
	2013	\$ 601.62	General Interest

		166.63	CD Interest transferred into scholarship account
2014	\$	627.21	General Interest
		91.78	CD Interest transferred into scholarship account
Fundraising Proceeds			
2012	\$	8,334.82	Auction proceeds transferred into scholarship account
2013	\$	4,557.09	Auction proceeds/chapter 20% transferred into scholarship account
2014	\$	6,829.84	Auction proceeds/chapter 20% transferred into scholarship account



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

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

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

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

Guidelines for Scholarships

CRITERIA FOR CHAPTER SCHOLARSHIPS: NEWH Chapters award scholarships annually based upon the following criteria:

1. Standard Criteria
 - 1.1. Attend an accredited institution of higher learning
 - 1.2. Competition of half of the requirements for a degree or certification in the program currently enrolled
 - 1.3. Show financial need
 - 1.4. Have a cumulative GPA of 3.0 or higher
 - 1.5. Have a career objective in one of the areas of the Hospitality Industry, such as Hotel/Restaurant Management, Culinary/Foodservice, Architecture, Interior Design
 - 1.6. Provide the following:
 - 1.6.1. Student Essay
 - 1.6.2. Transcript
 - 1.6.3. Letters of recommendation from Dept. Head, Professors, Advisor
 - 1.6.4. Letters of recommendation from industry professionals, employers, etc.
2. Non-Standard Chapter Scholarship
 - 2.1 Additional criteria over and above the requirements in 1) and amount given, to be outlined and voted on by the Chapter or International Board.
 - 2.2 Judging of candidates to be done by a Scholarship Committee made up of NEWH members.
 - 2.3 Scholarship to be advertised and funded separately from the Chapter Scholarships, with a disclaimer that no award will be given if a qualified recipient has not applied.
 - 2.4 In addition to these items listed and scholarship types, need to differentiate a "design competition" or requirement for a "portfolio submittal by design students" as a non-standard scholarship.

Memorial

1. Must be in the name of a member who has contributed to NEWH.
2. May be funded separately, initially, after the death of the member and then funded by chapter fundraising efforts, after the original funding dwindles.
3. May be given in the name of the member as one of the Chapter Scholarships. For instance, could be given to the most outstanding student and/or in the largest dollar amount.

Vendor

1. Funding to be done by a vendor in their name and to include negotiated costs outlined in item 3.
2. Scholarship to be awarded in their name. Individual can present the scholarship however the Chapter Scholarship Committee reviews and selects the recipient.
3. Determine the venue for the presentation of the scholarship and take into consideration the possibility of transportation, lodging, etc, of the recipient into account when the amount is negotiated with the vendor.

Business

1. Funding to be done by an Interior Design firm, Architectural Firm, Hotel, Restaurant, etc. in their name.
2. The firm can have input into the desired criteria over and above the minimum requirements listed above.

Other

1. Scholarships given in someone's name that is not a Member in Memoriam, Vendor, or Business must not be funded by Chapter fundraisers.

NEWH INC. SCHOLARSHIP ENDOWMENT GUIDELINES

NEWH Inc. welcomes support from various sectors of the Hospitality Industry in the form of donations to the Scholarship Fund and endowment of individual scholarships. NEWH twenty years

**NEWH INC.
SCHOLARSHIP ENDOWMENT GUIDELINES (continued)**

of experience in awarding scholarship funds to students majoring in hospitality related industries makes it the best source to distribute corporate and individual donations to scholarship. The administrative activity of holding scholarship competitions; press/photo opportunities with the winning students; awards dinners; travel/lodging for students – is often not considered in funding an award. These costs must be considered in all future donations. Below is a guideline for funding a scholarship award or opportunity:

TRADE-SHOW SCHOLARSHIP

\$5000 award – assume 20% administrative, travel/lodging costs or \$1000 so your donation should be \$6000. If sponsor wishes to award at a special event they must supply all extra costs for student and if necessary representative of NEWH for travel/lodging and any costs associated with attending the special event.

ICONS OF INDUSTRY-NEWH INC SCHOLARSHIP

1. Must exemplify the highest standards of professionalism
2. Must have completed half the requirements for a degree that will lead to a career in the Hospitality Industry.
3. Must have a minimum of 3.0 GPA
4. Must have participated in an industry internship (*one of the differentiating requirements from the standard chapter scholarship criteria*)

Scholarship Awards:

\$5000 Winner awarded in the fall at major tradeshow in New York

\$3500 Honorable Mention awarded at major tradeshow in spring of the following year

Chapters are encouraged to submit students they have vetted for chapter level scholarships for this award. The student would need to submit an ICONS application with the supporting documents required.

SUSTAINABLE DESIGN COMPETITION SCHOLARSHIP AWARD-NEWH INC SCHOLARSHIP

Sponsors each donate the scholarship or school award and an additional amount each for administration of the design competition, travel and lodging costs for recipients and others intrinsic to the competition. Sponsor selects award opportunity with a \$7,000 annual commitment, multi-year commitments preferred,

Scholarship Awards:

\$5000 Primary Scholarship Award to Undergraduate Student

\$5000 Secondary Scholarship Award to Graduate Student or award to Undergraduate Student or School

Awards based on panel judges recommendations

The NEWH Sustainable Design Competition provides students with the opportunity to showcase their design skills while utilizing the very best in sustainable design products and practices. The student award will be dispersed to the student through the respective school. Student monies may be used for tuition, books or supplies needed for his/her education. The award to the school must go to the INTERIORS PROGRAM and not to the general funds of the school. The program may utilize this award to enhance the educational needs of the materials to help the design studio. Winners are honored at a major tradeshow in spring of the following year. In addition to the NEWH Magazine, the event shall be covered by other hospitality and design publications.

CHAPTER LEVEL - TRAVELING SCHOLARSHIP

Sponsors may endow a scholarship in any amount to be given to the chapter of their choice. Scholarship will be given in the course of the standard chapter scholarship competition. Due to this being a part of the standard competition, no travel costs are paid for students and no administrative costs should be incurred. Scholarship can be given in donor's name and endowed for several years or as a one-time opportunity.

NEWH MEMBERSHIP GIFT CARDS



Gift Membership Cards Now Available!

NEWH, Inc. as an organization will not discount membership to one group over another. This concept was created to help chapters *markdown* membership to certain sectors of their market. The gift card will allow chapters to purchase a membership from NEWH, Inc. for \$75.00 (NEWH, Inc.'s portion of membership dues). Chapters in turn can sell the cards for whatever amount they want. The amount they sell it for staying in the chapter administrative account as their portion of the standard dues.

Example of how the card could work: A vendor could purchase 5 gift cards from a chapter for \$100 each. The vendor could then give those cards to people/customers as gifts. If the chapter's standard dues are \$150, the chapter would be losing \$50.00 per membership. The chapter board would be expected to analyze this loss and how it would affect the chapter's finances.

The customer would go to the URL on the card, pull up a membership application, fill it out and insert the promo card number. Each card will have a different promo card, and a list of the numbers will be kept on file as they are sold and linked with a new membership, the code will not be able to be used more than once. This membership gift is for NEW memberships only.



		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	total net profit for NEWH, Inc.	avg. profit per show
Atlanta	Income							116,255.00		147,740.00		145,310.00		
	Expense							49,558.66		54,100.54		67,830.96		
	Chapter Percentage							26,678.54		37,455.78		30,991.62		
	NEWH, Inc. profit							40,017.80		56,183.68		46,487.42	142,688.90	47,562.97
Dallas	Income	94,000.00		96,290.00		85,591.00		150,620.00		168,010.00				
	Expense	31,769.38		29,046.13		31,515.83		47,482.16		78,400.11				
	Chapter Percentage	24,959.05		25,155.46		21,039.88		41,255.14		35,843.96				
	NEWH, Inc. profit	37,271.57		42,088.41		33,035.29		61,882.70		53,765.93			228,043.90	45,608.78
Chicago	Income								163,395.00		176,487.50			
	Expense								79,647.36		79,738.20			
	Chapter Percentage								33,499.06		38,699.72			
	NEWH, Inc. profit								50,248.58		58,049.58		108,298.16	54,149.08
Denver	Income							70,395.00		98,970.00		144,681.25		
	Expense							30,887.01		54,149.13		67,839.11		
	Chapter Percentage							15,803.20		17,928.35		30,736.86		
	NEWH, Inc. Profit							23,704.79		26,892.52		46,105.28	96,702.59	32,234.20
Houston	Income									68,487.50		132,651.25		
	Expense									37,075.39		54,761.92		
	Chapter Percentage									12,564.84		31,155.73		
	NEWH, Inc. Profit									18,847.27		46,733.60	65,580.87	32,790.44
Los Angeles Founding Chapter	Income						112,472.50		147,965.00			164,905.00		
	Expense						52,567.12		61,125.30			95,509.83		
	Chapter Percentage						23,962.15		34,735.88			27,758.07		
	NEWH, Inc. profit						35,943.23		52,103.82			41,637.10	129,684.15	43,228.05
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
North Central	Income					59,351.00			61,890.00		84,432.50			
	Expense					33,943.48			25,648.58		37,492.31			
	Chapter Percentage					10,163.01			14,496.57		18,776.08			
	NEWH, Inc. profit					15,244.51			21,744.85		28,164.11		65,153.47	21,717.82
Northwest	Income				42,197.50		54,120.00		68,090.00		121,495.00			
	Expense				18,510.19		24,749.31		41,506.95		55,024.07			
	Chapter Percentage				9,001.18		11,718.28		10,633.22		26,588.37			
	NEWH, Inc. Profit				14,686.13		17,652.41		15,949.83		39,882.56		88,170.93	22,042.73
Orlando	Income						106,432.00		138,632.00		156,472.50			
	Expense						38,880.01		52,711.71		68,262.88			
	Chapter Percentage						27,020.80		34,368.12		35,283.85			
	NEWH, Inc. Profit						40,531.19		51,552.17		52,925.77		145,009.13	48,336.38
San Francisco	Income										113,460.00			
	Expense										67,454.22			
	Chapter Percentage										18,402.31			
	NEWH, Inc. Profit										27,603.47		27,603.47	27,603.47
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		163,445.00		
	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		78,185.08		
	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		34,103.97		
	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		51,155.95	342,160.22	38,017.80

italics - final numbers are yet to be determined

NEWH Sustainable Events Plan

"Getting started - Sustainable Event Planning"

Create a plan - identifying your event's sustainability objectives.

- List objectives and what are the key performance indicators to track the success of your plan.
- Create a mission statement
- Identify specific activities (such as a certain percentage of waste diversion) metrics for tracking, outcomes you want to achieve and who is responsible for the end results.

Engage internal stakeholders in supporting your plan. Create a sustainable meeting policy. Ideally, this policy will reflect your internal values of your organization to ensure that is supported by your event efforts.

Engage vendors in supporting your plan. Include language in your RFP process and a contract that includes vendors reporting back to you with the data you need to track your performance. (The first year can be your benchmark year to evaluate and grow in future years).

Track your Performance. Post Event -- ensure accurate reports so you can build on them for future years and use in your site selection process.

Communicate the Results, Celebrate the Success. Quantify your results in human scale terms (amount of \$\$ saved, amount of trees, amount of CO2 kept out of the atmosphere).

CREATE A SUSTAINABLE EVENT COMMITTEE

CREATE A MISSION STATEMENT

Example: NEWH Chapter will focus on creating a socially responsible and sustainable event and benchmarking its efforts for continually improvement in future years.

CREATE A LIST OF OBJECTIVES & ACTIVITIES

- Identify the sustainable event manager (responsible for sustainable objectives) and the contact at the venue that can assist with the sustainability objectives
- Select a Destination & Venue with a cohesive sustainability program in place
- Select a Destination with a high level of transportation connectivity
 - a. Make public transportation available for attendees to organized events
 - b. Electric car rental available and promoted on event website. Charging stations
- Create a sustainable event plan with goals, metrics and report on the outcome
- Engage suppliers and vendors in sustainability efforts
 - a. Communicate the sustainability goals and objectives with venues
 - b. Include sustainability language in communications with venues and vendors
- Engage conference participants in active community service program if appropriate
 - a. For Example: Partner with Clean the World, Feeding America or local schools
 - i. Hygiene kit assemble by attendees
 - ii. Donate left over food to a shelter or food bank
 - iii. Donate unused pens and paper to a local school

NEWH Sustainable Events Plan

- Ask the venue to Benchmark energy consumption associated to your event; including transportation, accommodations, and the venue.
 - a. Place signs in rooms that remind attendees to turn off lights (sponsorship opportunity)
- Report water conservation efforts of the venues.
 - a. Document venue towel reuse program
- Report occupant health and comfort efforts of the venues.
 - a. Engage a no idling policy near the buildings
 - b. Investigate the option of biodiesel buses
- Report sustainable purchasing results against the plan
 - a. Attendees bring water bottles or provide water bottles (sponsorship opportunity). Utilize water bubblers instead of bottled water
 - b. Reporting the percentage of food & beverages locally sources.
 - c. Communicate source to attendees with cards on tables.
- Report waste diversion results from all venues
 - a. Green bags in the guestrooms for recycled materials to be placed.
 - b. Obtain host venues recycling diversion rates
 - c. Donate unused food items; compost what is able to be donated.
 - d. Waste diversion = total waste ÷ amount diverted from landfill
- Communicate the Results

SUGGESTIONS AND IDEAS TO INCORPORATE INTO YOUR NEXT NEWH EVENT:

Select the location based on an evaluation of the venue's environmental policies and discuss the event with the Catering Manager or appropriate personnel.

- Tips for selecting a facility:
 - o Does the facility use Energy Star appliances for energy and food production needs?
 - o Does the facility have a recycling program with bins conveniently located?
 - o Does the facility use Fair Trade coffee and local & organic food?
 - o Is the facility active in community service?
 - o Does the facility offer sustainable event planning options?
 - o Has the building achieved LEED Certification or other Green Certifications?
 - o Does the facility use non-toxic cleaning agents throughout?
- In urban environments, consider a location convenient to public transportation. Encourage ridesharing in advance of event.
- For events requiring individual travel, offer carbon offsets for purchase (www.newh.org has a service through Sustainable Travel International)
Eliminate non-recyclable service ware
 - o Use ceramic or glass that can be washed and reused
 - o If disposable items are required use biodegradable plates, cups, utensils, etc. - preferably bio-based from plant fiber not impacting food production.
 - o If above does not exist, use service ware that can be recycled and have recycling bins available.
 - o Use linens versus pulp-based materials for napkins and table dressings or use tables that don't require use of table cloths and skirts (metallic, wooden or granite top tables for food service.)

NEWH Sustainable Events Plan

- In all cases, seek local suppliers as much as possible.
- If printed materials are required, use both sides of the paper (recycled paper if possible) or paper that can be replanted (paper with seeds) and soy based inks
- Hand out as little paper as possible. Use electronic transmissions, website links, etc.
- If seafood is served, recommend that the caterer use Blue Ocean Institute's Guide to Ocean Friendly Seafood for menu, if possible. Consider local wild catch versus farm-raised seafood in applicable areas.
- Use a menu of locally grown organic foods or, if not organic, seek locally produced foods (within 100 mile radius) and in-season.
- Use local beverage sources, if available. For wines, seek organic wines or sustainably grown.
- Serve condiments in bulk not individual sized packaging.
- Use water coolers or pitchers versus bottled water options.
- Inquire as to whether surplus food can be donated and whether food waste will be composted.
- Encourage facility to take any flowers or plants that might be left over from the event and donate them to a local hospital or charity such as Hospice after the event. Any plants can be replanted in a community garden. Herbs can be used on the table tops and replanted at the facilities garden or in a community garden.
- Avoid elaborate/exotic cut flower arrangements. Use living centerpieces – for breakfast and/or lunch centerpieces use fresh whole fruit, live grass or moss and stone arrangements.
- Any giveaways should be made locally and from sustainable materials.
- In lieu of giveaways consider alternatives like plant a tree for each attendee, or have a sponsor make a donation to a sustainable project or to one of the major environmental NGO's on behalf of each attendee.
- Most Importantly Just "Ask For It". Ask your venue to provide you as much socially and environmentally preferred products and services as possible.

EXAMPLE: SUSTAINABLE EVENT PLAN – VENUES

1. Each venue will appoint an event sustainability committee member to participate in and deliver upon the sustainable event goals and objectives.
Provide the name and contact information on the *attached form*.
2. Each venue will provide to the sustainable event manager a list of their facilities green practices.
3. Each venue will provide a diagram locating electric charging stations on their property.
4. Each venue will communicate the sustainability event letter (*attached*) to associates and vendors, and ensure all understand and agree to participate.
5. Each venue will include the sustainability statement (*attached*) in appropriate communications or contracts with vendors. Provide a copy of the page of the contract highlighting the sustainability statement for each vendor contract.
6. The Host hotel will participate in the Clean the World or equivalent soap recycling program, if applicable.
7. Each venue will benchmark energy consumption associated to the activities for the event; including accommodations, and venue space on the *attached form*.
8. The Host Hotel will place signs in guest rooms that remind attendees to turn off lights when they leave, if applicable.

NEWH Sustainable Events Plan

9. Each venue will report water conservation efforts on the *attached form*.
10. Each venue will report occupant health and comfort efforts (such as no-idling policies) on the *attached form*.
11. Each venue will provide water bubblers instead of bottled water.
12. Each venue will report the percentage of food & beverages locally sourced (within 100 miles) on the *attached form*.
13. Each venue will communicate locally sourced food and beverages to attendees with cards on tables, specifying the farm and location and report on *attached form*.
14. Each venue will provide recycling receptacles in all areas of the event and guest rooms, and inform the conference participants of their proper use. *Attach a sample of communication*.
15. Each venue will report their recycling & composting diversion rates (Waste diversion = total waste ÷ amount diverted from landfill) on the *attached form*.
16. Each venue will donate applicable unused food items to Feeding America or equivalent.

SYNTHESIS THE INFORMATION AND COMMUNICATE IT WITH ATTENDEES

Mission

NEWH is focused on creating a socially responsible and sustainable event while benchmarking its efforts for continual improvement in future years.

Information about the Destinations Sustainability efforts

<Example>: The selected Destination, Orlando has a unified sustainability program called Green Destination Orlando, who has brought together non-profit, government, and businesses organizations together focused on improving green practices throughout the hospitality community.

Orlando has excellent transportation connectivity available with centrally located airport, public transportation, shuttles and bus services. Orlando is also a leader in the adoption of electric vehicles with over 350 charging station deployed in the area, and electric rental cars available at the airport.

Sustainable Event Plan

Sustainable goals and metrics are based on the APEX / ASTM Green Meeting Standard venue and accommodation sectors have been developed to provide transparent reporting post event.

Conference attendees, suppliers and vendors will be engaged in the sustainability efforts at every level.

Sustainability goals:

1. Identify s sustainable event manager & green team responsible for implementing the sustainable goals.
2. Select a Destination with a cohesive sustainability program in place
3. Select a Destination with a high level of transportation connectivity
4. Create a sustainable event plan with goals, metrics and report on the outcome
5. Utilize the APEX/ASTM green meeting standards as a metric for performance
6. Engage suppliers and vendors in sustainability efforts
7. Engage conference participants in active community service program

NEWH Sustainable Events Plan

8. Benchmark energy consumption associated to the conference; including transportation, accommodations, and events.
9. Report water conservation efforts of the venues.
10. Report occupant health and comfort efforts of the venues.
11. Report sustainable purchasing results such as percentage of locally sourced food.
12. Report waste diversion results from all venues

Sustainable Event Checklist - Venues

Name _____

Address _____

Website _____

Contact Name _____

Contact Phone _____ Contact Email _____

Date of Submission _____

Venue Square Footage _____

1. Name: _____

2. Contact Information:

a. Phone: _____

b. Email: _____

3. Provide to the sustainable event manager a list of their facilities green practices.

4. Provide a diagram locating electric charging stations on their property.

5. Communicate the sustainability event letter to associates and vendors, and ensure all understand and agree to participate.

6. Include the sustainability statement in appropriate communications or contracts with vendors.

7. The Host Hotel will participate with attendees in the Clean the World soap recycling program.

8. Benchmark energy consumption associated to the activities for the conference; including accommodations and events

9. Event Description: _____

Time Period Pertaining to the event

(Days/Hours) _____

10. Energy Benchmarking

Methodology _____

NEWH Sustainable Events Plan

11. Total Estimated Energy Consumed by Event Activity (kWh, mWh) _____
12. Report water conservation efforts
13. Report occupant health and comfort efforts
14. Provide water bubblers instead of bottled water.
15. Report the percentage of food & beverages locally sourced (within 100 miles)
Total percentage related food sourced locally _____
Total percentage of related beverages sourced locally _____
16. Communicate locally sourced food and beverages to attendees with cards on tables, specifying the farm and location
Food Item #1
Description: _____
Local Source Name: _____
Distance from Venue: _____ miles
Food Item #2
Description: _____
Local Source Name: _____
Distance from Venue: _____ miles
Food Item #3
Description: _____
Local Source Name: _____
Distance from Venue: _____ miles
Beverage Item #1
Description: _____
Local Source Name: _____
Distance from Venue: _____ miles
Beverage Item #2
Description: _____
Local Source Name: _____
Distance from Venue: _____ miles

NEWH Sustainable Events Plan

17. Provide recycling in the meeting space, guest rooms & public areas; inform the conference participants of their use.

Attach a sample of communication.

18. Each venue will report their recycling & composting diversion rates (Waste diversion = total waste ÷ amount diverted from landfill)

Event Description: _____

Time Period Pertaining to event
(Days/Hours)_____

Recyclable diversion percentage_____

Composting diversion percentage_____

Methodology_____

19. Each venue will donate applicable unused food items to Feeding America or equivalent.



MANAGEMENT
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Corporate Mentoring Tips: 7 Habits of Highly Successful Mentors & Mentorees

Two questions people often ask me: **1)** Can anyone be a [mentor](#)? **2)** Can anyone be mentored?

Let me start with the last question. I believe anyone can be mentored *if* the person is open to the concept and is willing to do the work.

Regarding the first question: if someone *wants* to be a mentor, it's possible. Mentoring skills can be learned, developed, and nurtured.

That said, I'd be remiss if I didn't point out that the most effective mentoring relationships take place when the mentors and [mentorees](#) bring certain skill sets to the table. And that's the subject of this month's newsletter.

Use these **7 Habits of Highly Successful Mentors and Mentorees** to identify the perfect candidates in your organization for your existing mentoring program or to show upper management that you have the right mix of people to launch a program.

1. Active Listeners. Active listening takes energy. People who listen actively don't simply sit back and allow words to hit their eardrums. They sit up straight. They take notes. They ask questions. They repeat or "mirror back" what they've heard to ensure they've understood it properly. Active listeners are the ones who provide non-verbal gestures (e.g. eye contact, nodding, etc.) that indicate they're following (or not following) what you're saying.

Why is this habit important? Mentors and mentorees spend much of their relationship talking and listening to one another. Active listening is critical for both parties.

2. Dedicated to Their Success. I'm not suggesting that people should have a myopic view and are dedicated to *only* their own success. What I'm saying is that people who take pride in their work, who want to grow, and who truly care about their career trajectory are assets because of their high expectations.

Why is this habit important? It stands to reason that people who are dedicated to their own career success will want to make the most out of their involvement in the [corporate mentoring program](#). The most effective mentors and mentorees are people who are dedicated to the idea of making their relationship work.

3. Dedicated to Others' Success. I put the "success" habits back to back so that it's clear they work in tandem. The most successful (and happiest) people in life are not in it just for themselves. They care about the organization and the people within that organization and have a genuine desire to see everyone and everything succeed: the company, the employees, and the mentoring program as a whole.

Why is this habit important? People who realize that "it's not all about me" are much more willing to make a genuine investment in the mentoring relationship.

4. Curious. People who are naturally curious tend to follow the "if there's a will, there's a way" philosophy. If they don't know the answer or if they need help with something, they won't sit back and wait; they'll go looking for the answers.

Why is this habit important? I've found that the "curious types" are the ones who'll take the time to read articles on [mentoring best practices](#), listen to tutorials, and seek out help from [Program Managers](#), all of which help in making a successful mentoring relationship.

5. Engaged with their surroundings. These people view their work as more than just a job. They show interest in the industry, in the world around them, in the work that other departments are doing, and in the charitable events associated with their company.

Why is this habit important? Having a "big picture" view of the world allows people to see how the success of their mentoring relationship affects more than just the two people in the relationship.

6. Willing to step out of their comfort zones. These people are willing to try new things, consider new thoughts, and think outside of the proverbial box for the sake of personal and professional growth.

Why is this habit important? Prospective mentors and mentorees who are willing to try something new and give it a "go" will have the best chance at reaping the most benefits from the mentoring relationship.

7. The 3 R's: Responsible, Respectful, & Ready. People who are responsible, respectful, and ready to get started with new projects help make the day-to-day work experience a better one not only for themselves, but also for everyone around them.

Why is this habit important? [Being a mentor](#) or [mentoree](#) requires diligence -- you need to commit to regular meetings (and actually meet), chart progress, and learn to navigate a new relationship (and all the ups and downs) with aplomb.

Are there any other important "habits" that you've noticed from your involvement in corporate mentoring? [I'd love to hear them.](#)

Want to receive more articles like this one? Sign-up above to begin receiving these valuable tips.

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Relationship Tips for Mentors and Mentees

Mentor

Guide, advisor, partner, diplomat, pupil

- Listen. Your first task is to determine: (a) what are the strengths and weaknesses of this venture, and do you and the venture agree about the strengths and weaknesses? and (b) what primary challenges does your venture want to focus on in their work with you, and do you agree that this should be the focus of your work together?

From this and ongoing consideration of the above, you can (c) decide together what is the best road map for moving forward in building your relationship and growing this venture.

Your venture should be able to articulate at the outset what they expect from this relationship. If not, then you can work with them to establish this.

- Be respectful, but direct & thorough in your feedback. 'Do not' is at least as important as 'do.'
- Push back. Be assertive in your advice if you feel strongly about it.
- Be sensitive to your role: as a senior business leader, your venture looks to you for advice and guidance, as a role model. Your advice may be taken more literally than you intend.
- Be clear about your core competencies, and how much weight the venture should give to advice within and outside these competencies.
- Establish clear expectations and commitments: express your expectations and commitments to your venture, and ask for the same.
- Establish preferred feedback style (written, verbal, direct, highly critical, etc.).
- Establish clear communication channels and timeline for interaction.
- Let your venture know if your schedule changes. They will depend on the time that you commit.
- Give homework. Your mentee will love you for it.

Mentee

Pupil, collaborator, doer, partner, diplomat, teacher

- Listen. Your first task is to determine: (a) how do your needs fit with the core competencies of your mentor, and what specific challenges do you want them to help you address? and (b) do you and your mentor agree about your own strengths and weaknesses, and how you should work together, and if not, why not?

From the above, you should work with your mentor to (c) decide together what is the best road map for moving forward in building a relationship and growing your venture.

You should be able to articulate at the outset what you expect from your mentor. If not, you can work with your mentor to establish this, but do so quickly.

- Be respectful and responsive to feedback, whether or not you implement the advice. Be clear about your use of feedback.
- Push back. Express respectful reservations if you feel advice is inappropriate, or not feasible.
- Take your mentor's advice seriously, even (and especially!) if it is difficult. You must also put this advice in your own context to determine its role for you.
- Be clear about your core competencies, and weigh this in how you utilize the advice that your mentor is giving you.
- Establish clear expectations and commitments: express your expectations and commitments to your mentor, and ask for the same.
- Establish preferred feedback style (written, verbal, direct, highly critical, etc.).
- Establish clear communication channels and timeline for interaction. ASK for what you need.
- Use your mentor's time well. Be prepared, focused and concise in each meeting. Let them know in advance if your schedule changes.
- Do your homework. It's good for you.

MARK YOUR CALENDAR

2014	
Nov 8	NEWH, Inc. Board of Directors Meeting
Nov 8 & 9	EC Strategic Wrap-up
Nov 9–10	BDNY
Nov 9–11	IH/M&RS
Nov 9	NEWH/New York Fundraiser
Nov 10	Gold Key Awards Reception
Nov 11	Platinum Circle Awards
Nov 14–16	CMG – 2014 International Summit
Nov 16-18	BITAC® Owners Event
Nov 18	Toronto 10 th Anniversary
Nov 26–27	Sleep
Dec 3– 4	IIDEX Canada
2015	
Jan 22	NEWH, Inc. Board of Directors Meeting
Jan 22	NEWH RTS/Dallas
Jan 23–24	NEWH Leadership Conference
Jan 25–27	BITAC® Food & Beverage
Jan 26–28	ALIS
Feb 19	Hawaii Regional Tradeshow
Feb 23-26	HOTEC Operations & Technology
Feb 24	Winter Forum by Boutique Design
Mar 4– 5	HD Summit
Mar 8–10	BITAC® Luxury North America
Mar 19	Orlando Regional Tradeshow
Mar 25	HI Connect
Apr 8–9	BD west
Apr 23	Chicago Regional Tradeshow
Apr 27-28	CHRIS Caribbean Hotel and Resort Investment Summit
Apr 28-30	HOLA Investment Conference
May 12	NEWH, Inc. Board of Directors Meeting
May 13–15	HD Expo
Jul 21	San Francisco Regional Tradeshow
Sep 16–17	Design Americas
Sep 17	Seattle Regional Tradeshow
Oct	Minneapolis Regional Tradeshow
Oct 6 – 9	The Lodging Conference
Nov	NEWH, Inc. Board of Directors Meeting
Nov	BD ny
Nov.	IHM&R Show

NEWH BOARD OF DIRECTORS MOTION FORM

Date: Nov 8, 2014

Motion Number:

I, _____

Motion seconded by: _____

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

Notes on discussion: