

**Executive Committee  
Conference Call Minutes  
February 7, 2014**

|          |                 |               |   |                  |                             |   |
|----------|-----------------|---------------|---|------------------|-----------------------------|---|
| Present: |                 |               |   |                  |                             |   |
|          | Andrea Sims     | Secretary     | x | Dina Belon       | VP Sustainability           | X |
|          | Fernando Diaz   | VP/Finance    | x | Chris Tucker     | VP Int'l Relations - Canada | X |
|          | Andrea Thomas   | VP/Education  | X | Julia Marks      | Past President              | x |
|          |                 |               |   | Shelia Lohmiller | Executive Director          | x |
|          |                 |               |   |                  |                             |   |
|          |                 |               |   |                  |                             |   |
|          |                 |               |   |                  |                             |   |
| Guest:   |                 |               |   |                  |                             |   |
|          |                 |               |   |                  |                             |   |
| Absent:  |                 |               |   |                  |                             |   |
|          | Trish Poole     | President     |   | Julian Brinton   | VP Int'l Relations - UK     |   |
|          | Cynthia Guthrie | VP Membership |   | Helen Reed       | Executive Advisor           |   |
|          | Philip Byrne    | VP Events     |   | Jena Seibel      | Deputy Director             |   |
|          |                 |               |   |                  | Quorum = 5 (50% + 1)        |   |

Shelia Lohmiller called the meeting to order at 11:34 AM EST.  
Roll was taken by Andrea Sims. A quorum was established.

Recap of National Board Meeting: Shelia needs us to obtain notes for the break out session – Leadership Conference Break Out specifically. Nicole is working on the National Board Meeting minutes currently. There was great feedback on the meeting overall.

Our next National Board Meeting is to be held in Las Vegas, Tuesday May 13<sup>th</sup>. The decision still needs to be made on a morning meeting or an afternoon meeting.  
Monday night (5/14) will be our Founders Circle Event. Shelia will be working on an invitation in the immediate future. Location needs to be selected and retained. Need space enough for 50-60 people max. Everyone will need to book their own rooms as the previous deal with HD has now expired.

ALIS: Michelle Finn has given a kind introduction to the Alice Conference. We were given two free passes. Trisha & Leigh attended. The goal in attending was to spread the word of NEWH and to connect to potential Key Note speakers for our Leadership Conference.

After ALIS, Trisha went to Hawaii for a BD West promotional event (design & drinks). Trisha spoke at the event about NEWH. Her speech was so well received that they would like to start their own Regional Chapter. Shaleah of Wimberly Interiors (former LA member) is interested in heading up the initiative to start the regional Chapter in Hawaii. Once they have their first kick off meeting, Sheila and Jena will travel to Hawaii to do an initial meet and greet. They will reach out to and invite corporate sponsors to help fund the first event. Sheila and Jena will also look at Hotels in the area to establish connections and locations for potential Regional Trade Show in 2015. Will look to Shaleah for guidance on the time for the event.

Milliken Trip: We are all set. Most everyone is traveling into Charlotte on Tuesday night. Sheila will arrange vans.

Icon of Industry Nominations: Forms were distributed yesterday. Looking to have all nominee forms submitted by March 3<sup>rd</sup> so we can review them and select during our Milliken Meeting. If we know of a qualified candidate please nominate or urge others to nominate. We will be doing the ICON runner up presentation at the Power Women's Brunch at BD West. Breakfast at HD – we would like to present the Symmons Scholarship winner at that time if they would be open to that. Stacy will organize the breakfast event and will surround "young designers" – focus on attracting young and new attendees. Next year we will do the ICON runner up at HD Vegas, with possible new scholarship event to be done in conjunction with the "power women breakfast". Sheila had suggested for this to be a scholarship given to an influential woman in our industry today. Potential thoughts are that it should be given to a female hotelier. In the next few months we need to sit down and write the criteria so that a year from now we can have someone elected for it. We do need to figure funding for this as well. There were discussions around Tribute Book, and models to fund this award.

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Julia suggested offering a free page of one-line tributes, would this prompt people to purchase a page or more. Further discussions to be held on this topic.

New Business:

Andrea Sims – No update

Fernando Diaz – we have Ron McDaniel who is our new director of Fund Raising and is very passionate and excited about this new role. The first year the focus is refining how the job can be handled best and what it can be.

Andrea Thomas – awaiting the applications for the design competition.

Dina Belon – Has two new committee Lorraine Francis (Gensler) and Andy Schaidler. SF Chapter and Atlanta Chapter have expressed interest in piloting the Green Meeting Plans. Awaiting final approval from their boards to move forward. The Sustainability committee has finalized the conferences that they will attach the “Green Voice” event to. These are HD Vegas, The Lodging Green & Sustainability Conference, and BDNY as the third conference. Will also attach the “virtual events” to BDNY and The Lodging Green & Sustainability Conference. Will use same speaker panel to do the Virtual Event as well as the conference to extend that content forward.

Chris Tucker – No Update.

Julia Marks – no update now, but next time will have an update on the Mentorship Program.

Fernando Diaz made a motion to adjourn; Dina seconded the motion. Meeting was adjourned at 12:10 AM EST. All were in favor, no abstentions.

**Executive Committee  
Conference Call Minutes  
February 21, 2014**

|          |                 |               |   |                  |                             |                 |
|----------|-----------------|---------------|---|------------------|-----------------------------|-----------------|
| Present: |                 |               |   |                  |                             |                 |
|          | Trish Poole     | President     | x | Dina Belon       | VP Sustainability           | X               |
|          | Fernando Diaz   | VP/Finance    | x | Chris Tucker     | VP Int'l Relations - Canada | X               |
|          | Andrea Thomas   | VP/Education  | X | Julia Marks      | Past President              | x               |
|          | Andrea Sims     | Secretary     | x | Shelia Lohmiller | Executive Director          | x               |
|          | Cynthia Guthrie | VP Membership |   | Julian Brinton   | VP Int'l Relations - UK     | x               |
|          | Philip Byrne    | VP Events     |   |                  |                             |                 |
|          |                 |               |   |                  |                             |                 |
|          |                 |               |   |                  |                             |                 |
| Absent:  |                 |               |   |                  |                             |                 |
|          |                 |               |   | Helen Reed       | Executive Advisor           |                 |
|          |                 |               |   |                  | Jena Seibel                 | Deputy Director |
|          |                 |               |   |                  | Quorum = 5 (50% + 1)        |                 |
|          |                 |               |   |                  |                             |                 |
|          |                 |               |   |                  |                             |                 |

Shelia Lohmiller called the meeting to order at 10:33 AM EST.  
Roll was taken by Sheila Lohmiller. A quorum was established.

Trish Poole –

Recap on Alice Conference. Thanks to Michelle Finn, Leigh Mitchell and Trish Poole were able to attend the networking events, and all parts of this conference. Lots of potential and great ideas were gathered from this conference, and how to leverage this new partnership moving forward. High level attendants were abundant at this conference.

Drinks by Design with BD: Hosted by BD West promoting their show. Michelle Finn invited Trish knowing that NEWH has had an interest in this region.

Milliken Trip: The first night of attendance we will have a few room shares. Please bring an article of something happening in the Industry that we feel that NEWH needs to keep in our forethought for the future. We will be starting first thing Wednesday morning since everyone is coming in on Tuesday evening.

Icon of the Industry: We are at the time when we need to be accepting all nominations and applications for this great honor.

The goal would be to name someone during our Trip to Milliken March 5-7.

Shelia reviewed the qualifications for this honor.

So far we have – Curtis , & Bob Thomas from Signature – many people have written in to second this nomination.

New Business:

Andrea Sims – No updates

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Fernando Diaz – Will be sending out strategic plan this week, first discipline calls are coming up on the 21<sup>st</sup>.

Andrea Thomas – has her discipline call this week.

Cynthia Gutherie – Had a conference call with Jason to further develop his role with membership. More information forth coming.

Julia Marks – Met with Sandy Banks to further discuss the mentorship program.

Chris Tucker – No comments.

Fernando Diaz made a motion to adjourn; Dina seconded the motion. Meeting was adjourned at 12:10 AM EST. All were in favor, no abstentions.