

NEWH, INC. GOVERNING BOARD MEETING MINUTES

12 November 2016

Jacob J. Javitz Convention Center Room 1-E-10 | New York, NY

Executive Committee	Trisha Poole Brittany Johnson	Fernando Diaz Andrea Thomas	Christine Wasmer Cynthia Guthrie	Christine Tucker Rebekah Ellis Julia Marks
Board of Directors	Becca Kundysek Mary Ann Thornam Lorraine Francis	Cindy Andrews Leigh Mitchell William Stuart	Michelle Finn Jordan McInturf Elizabeth Moore	Michael Smith
House of Delegates	Shannon Vance (AZ) Holly Johnson (AZ) Kelly Bowen (ATL) Kristen O'Bara (Dallas) Jodi Johnson (Dallas)	Leslie Wynn (Dallas) Toby Artman (Houston) Rachel Daus (Vegas) Heather Lloyd (Vegas) Jonathan Kaler (LA)	Morgan Brodey (NY) Lucille Annette (N. Central) Cheri Bargaen (Northwest) Sophia Nguyen (Northwest) Johanna Malen (San Fran)	Candace Tejjidor (S.FL) Jennifer Delmas (S. FL) Pam Niemann (Sun) Angela Reed Miller (Sun) Kimberly Bond (Toronto) Jonathan Young (UK)
Chapter Presidents	Stacy Costa (Atlanta) Kristofer Moore (Chicago)	Brandon Brockmiller (LA) William Stuart (NY)	Becca Kundysek (N. Central) Debra Calkins (San Fran)	Tara Witt (Toronto) Rebekah Ellis (UK) Valerie Coleman (DC)
Steering Committee	Derek Sousa (Vancouver)			
Guests	Hope Case Deborah Hernandez Tyler Toothacker Matt DeShantz	Louise Ross Phoebe Stein Wanda Luna Kate Novelen	Lora Spran Phoebe Stein	NEWH, Inc. Staff: Shelia Lohmiller Jena Siebel Julie Buntrock Nicole Crawford
Not in Attendance	Helen Reed Sandy Banks Cindy Andrews Ron McDaniel Deborah Herman Stacy Rauen Tony Lopez Bruce Heins Jen Conley	Katie Popp Kacey Sharp Tammy Adams Lauren Ritter Westin Hammerstrom Ellen Armer Chelsea Lawrence Terri Metzger Kate Kenwell	Melinda Peck Mary Blanchard Karen Pelzer Ron McDaniel Allison Calagna Julie Zweifel Stephanie Deshaies Marie Herr Joelle DiBlasi	Teddi Powers Dina Caruso Kelly Gaddes Beth Doehner Anna Sveinbjornsdottir Jessica Wasmer

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

The meeting was called to order by President Trisha Poole at 12:47pm Secretary, Brittany Johnson, 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: November 12, 2016

Motion Number: 1

I, Brittany Johnson, move to approve the minutes as presented from the May 2016 IBOD meeting.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

PRESIDENT – TRISHA POOLE

Discussion-Trisha Poole:

- Welcome to New York
- Guests are always welcome; thank-you to everyone for being here today
- Ask questions, engage and participate to your fullest abilities today; breakouts provide specific discipline breakdowns and engagement opportunities
- The Lodging Conference/ALIS: Great relationship, invite NEWH representatives to attend, great educational topics discussed, we partner together to share ideas on industry topics
- Leigh Mitchell and Trisha Poole also attended BLLA together; idea is to listen in on key opportunities for future NEWH involvement, structure and opportunities available to provide/give-back to our members
- Networking is the key objective when attending industry conferences, it helps build NEWH
- Programs such as Leadership Conference assist in keeping NEWH relevant and visible within the industry

Chris Tucker-HOST Milano:

- HOST Milano is an international opportunity
- Tradeshow October 20-24, 2017, in Milan, Italy
- NEWH to partner with the show to expand our market
- The show is mostly F&B (no furniture)
- HOST Milano will be paying NEWH expenses to partner together and attend
- Key is expand Host Milan market in Canada, UK and North American
- More details will be provided as they become available
- HOST Milano will also be participating at the NEWH Leadership Conference
- This is a key opportunity for additional NEWH exposure

Comments:

- How does the reimbursement process to attend work?
- The US, UK, Canada will have their own list of parameters
- Corporate Partners will be contacted to gain their level of interest
- Provided items: Flights to/from (dates can be extended), hotel (no food is covered but a lot of food is provided throughout the show)
- Seeking: 20 from USA, 10 from Canada, 10 from UK
- Primarily looking for procurement, designers, owners
- HOST Milano has a vetting process; NEWH submits names and final decision is made by HOST Milano
- We prefer NEWH members; bonus if the experience makes someone a member
- This is a massive show that is very specific which is why our list needs to be narrowed down
- Shelia will be meeting with Stacy Rauon on Monday to determine additional names and grow the list
- Submit your suggestions as soon as possible to NEWH, Inc. (must be food and beverage focused)
- We will try to have extra names in case people fall off the list or cannot attend
- This is our first opportunity for exploration and engagement to level NEWH within the F&B community on a wider scale

Leigh Mitchell-Leadership Conference:

- San Francisco chapter bringing 15 people-we want everyone there
- Great networking opportunity for your entire board and members
- 2017 NEWH Leadership Conference February 9-11 in Denver, Colorado at the Marriott City Center
- Need help with sponsorships; send your suggestions onto Leigh
- Secured 13 committed owners; still in need of more to drive attendance and make our vendors happy

Comments:

- Inspired chapters drive attendance; we need your support
- Thank-you to Phoebe Stein for all of her marketing/PR work
- The Leadership committee has been ahead on planning which has been a huge help
- We have an endless amount of seating available; promote attendance now with your contacts/members
- There will be a variety of choices to drive additional participation and the overall Leadership "experience"
- Sign up before December 1st to avoid the price increase
- Chapters: secure your hotel, registration, airfare as soon as possible
- Sunshine is sending 17 people
- Owners: invite brand developers or executives who represent a hotel portfolio or who are high up in the chain (need high level multiple players)

Trisha Poole-New NEWH Programs:

- Idea is to build our brand by making it stronger while building onto the value of membership by encompassing the future of educational offerings NEWH members have access to
- During strategic planning session it was discussed we want to seek out educational value and opportunities whether they are CEU accredited or not as a benefit for our members
- Idea of discounted CEU for members to explain another value of NEWH membership
- BrandED first event held in Orlando, very successful
- Idea of event is to breakdown the confusion in the industry with so many brands, breakdown the difference between brands, etc.
- Great opportunity for NEWH to build a relationship with different brands

PRESIDENT – TRISHA POOLE (continued)

Trisha Poole-New NEWH Programs (continued):

- First brand to participate was IHG
- The key for IHG was the designers; if designers know the brand, the concept comes through in their work making it easy for guests to understand and relate to and distinguish the brand components
- IHG was very excited about the partnership and contacts made with designers
- First session was created with a low starting cost by hosting early in the day with tea and light snack to avoid full cost of F&B
- Space/audio/visual was an expense
- IHG did a full presentation of their different brands, the differences between those brands, how they select their designers, projects; excellent feedback and idea sharing took place
- Event was extended to a nice social (evening) gathering which worked out well for everyone
- Need additional brands to build chapters
- Chapters could hold this event with a coinciding chapter event after to build their membership and bring brands to the chapter

Comments:

- Working with IHG to determine different regions or paring it with owners meeting to bring in developers
- Would like to launch in 2017-stay tuned for further details
- Chapters that have an interest in bringing BrandED, Mentoring or Women in Business to your chapter send Inc. your available dates

Discussion-Women in Business-Elizabeth Moore:

- Looking for ways to open dialogues when people sometimes feel there is a glass ceiling
- Centering around women's issues but will not be exclusive to men/women
- Topics: Developing our own brand, fine line we walk between confidence and arrogance, fortitude-staying the course, art of negotiation, politics in doing business
- Still trying to bolster women's issues but not be excluded
- Need local business women from your chapter to set up-let Inc know your interest
- Great show of hands for future chapter interest

Questions:

- Could the scope be expanded out to include other areas even diversity?
- Each chapter could tailor the event to the interest within their membership/area we could certainly expand the topic
- Las Vegas: MGM has reached out to the chapter to seek student participation in Women in Business event-would be nice to reach out and partner in a mentoring way with their event
- Start process by reaching out the NEWH, Inc. for details
- Use your ideas and offers to specifically tap into your region for opportunities
- This is a beginning process, provide us with your feedback so we can build and communicate the new initiative appropriately
- We need to consider the financials and make it a great financial incentive for each chapter; we will share those breakdowns with you
- This is a partnership about NEWH, Inc. supporting the chapter by helping you to execute the event well

VP/FINANCE – FERNANDO DIAZ

Discussion-Fernando Diaz:

- Organization is doing extremely well, congratulations to everyone on keeping us healthy financially
- Some Chapters are not following compliance reporting requirements
- Reminders: Reports of Results of Activity must be sent in asap or within 45-days of event
- NEWH, Inc. will be reaching out to chapters that are behind or struggling with mandatory reporting/event planning and will provide a helping hand in completing needed items for compliance
- NEWH Chapters estate/garage sale May 2017; more details will be shared about this event during today's breakout session
- Estate sale will provide a means for chapters to raise NEWH awareness in their local community while raising funds for scholarship
- Social Media will play a large role in the promotion and development of the one-day nation-wide event

MENTORING – SANDY BANKS

Discussion-Matt DeShantz:

- Mentoring is Sandy's project, Matt is an additional team member working on the initiative
- Purpose is to develop and implement a mentoring program along with a worldwide mentoring team
- Mentoring committee will work with the chapters to ensure success

2016 Goals:

- Plan and finalize first mentoring dinner with Carl Ross in January in Los Angeles
- Invite students and young professionals who have worked in the hospitality field for less than 3-years
- Small charge for event with about 20 participants
- Contact new chapter Presidents to plan mentoring events for 2017 within their chapter
- Outgoing Presidents will play a vital role in getting the program off the ground for a successful launch

MENTORING – SANDY BANKS (continued)

Discussion-Matt DeShantz (continued):

Steps to achieve goals:

- Contact individuals within 3-set disciplines from each chapter to participate in the program
- Looking for designers, manufacturers, suppliers and purchasing representatives to build future events
- Brandon Brockmiller (LA) will assist with planning LA's first mentoring launch along with additional chapter events and the overall mentoring process
- Once an optimal format has been developed, we would like to include factory, purchasing and suppliers
- A gathering will be held 6-months after initial event as a follow-up and assessment to build program development
- We will continue to stay in contact with students and young professionals
- NEWH website will be crucial to keep students and young professionals connected when they are not close to a chapter

Long term goals:

- Networking/mentoring template event that only needs slight adjustments that would work for all chapters to accommodate personality of chapter and its members.
- Goal to streamline invitations and overall method of program for easy use between chapters
- Mentoring should be one of our most important goals for each chapter
- Mentoring goes hand in hand with students by providing additional benefits to our scholarship recipients to keep them involved with their local NEWH chapter
- The program will help integrate students' classmates into NEWH and the industry we serve and work with open arms as they are dependent on guidance from professionals to further their path
- We have an obligation to support the education of the industry and young people who are entering the work force within hospitality
- Rocky Mountain Speed Mentoring event (held for 3-years); great success with excellent student engagement (looking for additional advice)

Questions:

- HMG has interest to sponsor Mentoring events (contact Sandy with your interest)
- South Florida has a Speed Networking event with interest to tie in mentoring event to their local schools/students
- Mentors are determined by looking for people who are industry veterans who can provide a commitment of time (6-months)
- Our goal is to have mentors for all areas of hospitality
- We also look at the mentors personality
- Mentors are given a special email so for the first 6-months communication is handled directly through that email and events coincide with the mentoring program
- Submit your suggested mentor names to NEWH, Inc.
- Dallas recently held a similar mentoring event, mentors were determined by the board based off of their participation with NEWH, divided into groups between designers, architects and purchasing, no student involvement only junior designers between 1-3 years' experience, Speed Dating concept with 1 mentor per every 3 mentees, at the end everyone is paired up with one person who they will remain in contact with by arranging a lunch date, phone call, etc. depending on what their availability is, at the end of 6-months they're going to hold an event where everyone gathers together
- Once a good template has been established we would like to include hospitality management students and utilize GM's or Brand executives
- We want chapters to contact NEWH, Inc. with their interest, the chapter would find the venue/location and Inc. would send out invitations and monitor sign-ups (this is considered a Programming event)
- New York Chapter held a similar event, first with a student event, next people were paired together with a general base developed
- Las Vegas: This is a great event for the junior designers in your community even more so for them vs. the students; it's a way to give back to those growing in our industry
- Vendors look forward to these opportunities, the better educated students are the better designer they become, bringing more to the table and making our jobs easier
- There isn't a way to give students too much information but there is a way to overlook their abilities
- This is something a lot of vendors/manufacturers would have interest in and would see as a benefit to their NEWH membership
- Tip: ask your vendors to provide a showroom and assist with costs of event

BREAK OUT: Group Discussions Overview/Questions

Trisha Poole: Break-Out Sessions:

Select your discipline

Each group should use their initial scope document with goals/timelines

Take good notes within your group

We want to see movement and progress after utilizing the goals from each group and today please provide your year-end report

1. Finance/fundraising
2. Scholarship/scholarship
3. Education/continuing education, mentorship, sustainable hospitality
4. Development/membership, conferences, digital marketing

BREAK OUT: Group Discussions Overview/Questions (continued)

Discussion: Q+A Feedback:

Finance/Fundraising/Art M elange:

- How are Art M elange funds being distributed to chapters?
- Still selling art pieces at other venues, checks will be distributed to participating chapters at end of year
- We didn't make what was anticipated but we didn't lose funds
- Overall a good fundraiser and way to promote NEWH to outside parties

Sunshine-20th Anniversary Gala:

- Held 20th anniversary Gala
- Used sponsors for (1) big event vs. multiple small events throughout the year
- All sponsorships sold out within 2-months of the event
- Included scholarship winners, current and past as well as and history of the chapter
- Utilized video presentations for students who could not attend or students who are not comfortable speaking in front of a large crowd
- The event took 14-months of planning but it was the most successful event the chapter has ever held

Las Vegas-Events:

- Two annual Fundraisers: Glamping (glamorous camping), HOSPY's (13 years strong)
- HOSPY's: decided to keep it simple and tone down activities that were previously offered
- HOSPY's: sit down dinner with a DJ
- Struggled with sponsors even though there were great ticket sales
- One sponsor provided match funds for a \$5,000 scholarship
- Struggling by holding (2) annual fundraisers
- Owners Roundtable is held in the morning of the HOSPY event; 2-sponsors secured
- Chapter will hold a separate event for scholarship recipient recognition
- Glamping event reaches a different demographic which is helpful

Comments-Trisha Poole:

- HOSPY's has been around for a long time try revamping HOSPY concept to keep event fresh and profitable
- Glamping is fun and exciting but numbers have to be there; perhaps brainstorm for further development

Atlanta-TopID:

- Added TopID to scholarship awards event by doing so it has helped to elevate the event
- Sold tables as a TopID sponsor, so sponsors get to sit with winning firm
- TopID is a huge way to profit in your chapter and build membership; firms want the recognition

South Florida-Design Excellence Award:

- Annual design excellence award event, new date in October to avoid sponsors being tapped out by end of year
- Turned event into a masquerade and tripled attendance (attendees loved the theme)
- Combined event with scholarships and TopID
- Able to grow sponsorships
- Added a design display and received several pieces, sponsors were able to display their work with a fun raffle
- Design students especially enjoyed the event

San Francisco-Wine by Design:

- Moved Wine by Design from October to September
- Added a second fundraiser, a Scholarship and TopID Gala in November
- Challenge of raising sponsorship funds since both events are close to each other
- Learning the hard way that perhaps one major fundraiser per year is the way to go

Comments-Trisha Poole:

- TopID: 2017 process will be standardized so the concept is not viewed as a popularity contest
- We are very proud of our TopID program
- Developing a standardized template for the selection process so it's not subjective
- Our goal is for TopID to be recognized as a credible offering
- New award will be available; sculpture piece made by Hubbardton Forge
- We appreciate the ways you are promoting and showcasing designers and the TopID program; celebrating designers is key

Sunshine-TopID:

- Highlighted TopID's through an event that was a competition (used ignite format)
- Showcased slides with 15 second intervals where designers could speak about what they do and bring to the community while highlighting their projects
- Venue cancelled 3-days prior to our event due to hurricane however the event was still attended
- The designers were very happy with the turnout
- Vendors were extremely pleased and felt they gained a lot of value
- Great way to showcase how the designers product became an important piece of development of a project
- Expanding next year to make it a showcase event
- Afterwards, we teamed up top designers from our community with students for a portfolio review

BREAK OUT: Group Discussions Overview/Questions (continued)

Orange County:

- Hard time getting owners/developers to attend events
- Hospitality talk panel assists with bringing in more hotel owners and developers

Membership:

- Overall membership is up-good news

Comments-Membership/Development/Conferences/Social Media:

- New York chapter: When selling tickets have a member and non-member price; non-member ticket with membership purchase is another option
- NEWH, Inc. send the person a membership application to complete after so they do not have to fill out at check in

Discipline Calls:

- Need full participation on all discipline calls
- The calls are for sharing ideas
- Attendance is key to move your chapter forward
- Learn strategies how to obtain members and hold onto them
- Invite other chapter members to discipline calls-anyone from the board can attend

Membership Directory:

- Revamping the membership directory (see example in board report page 49)
- Do we want non-members viewing profiles; provide NEWH, Inc. with your feedback

Membership Directory:

- Revamping the membership directory (see example in board report page 49)
- Do we want non-members viewing profiles; provide Inc. with your feedback
- Currently only members can see your information
- Do we want to be more like LinkedIn?

Scholarship:

- Meeting quota; chapters are awarding higher amounts of scholarship
- In 2016, awarded over \$400,000 in scholarships
- Submit your images/videos of your chapter scholars event/scholarship winners for the Leadership slideshow (submit to Nicole at Inc.)-video will be used during Scholars' Luncheon
- Professional scholarship video in progress
- Video will be created by Interconnected, who produced Caine's Arcade video
- The scholarship video will tell our scholarship story while utilizing past/current recipients and explain to others what NEWH is all about and how important it is to support our industry through scholarship
- Scholars video will launch at 2017 NEWH Leadership Conference
- We anticipate to update the video every 2-years to keep it fresh
- The video will be used as a tool to explain NEWH and our mission of scholarship and education
- Looking for your feedback
- Video will be used at Inc. events, chapter events, industry events, social media, website, etc.

Collection of Ballots

BREAK OUT: Group Reports

Finance-

- Nationwide Estate Sale across the board with all chapters participating (some chapters were not comfortable with the idea)
- It was agreed that spring is the best time of year for everyone
- Save the date: April 22, 2017 Earth Day
- Slogan: Recycle, Reuse, Repurpose, Raise Money
- Event can be as small or large as you want to make it
- Need consistent graphics for chapter use
- Have collection sites at firms, state specifically what is/is not acceptable (no broken items, trash, electronics)
- Funds raised will go towards chapter scholarships
- Tie in students and educators to assist and promote idea of raising funds for scholarship
- Fernando is working on a template that will address a lot of the questions chapters may have-stay tuned for an update
- Items to collect: furniture, accessories, mirrors, lighting, art, samples, clothing (in good condition), etc.
- Storage and actual location could be anywhere
- Julie Buntrock at NEWH, Inc. to provide tax receipts for donations
- Involve your Community Service Chair
- Arrange for Salvation Army or other non-profit to pick-up any unsold items
- Event involves the community while encompassing sustainability and philanthropy
- Advertise to clients, members, manufacturers, neighbors, friends; promote with local newspapers, Craig's List, TV/radio
- Request manufacturers to store items in their warehouse; arrange special pickups from design firms
- IIDA Green Event idea (example)

BREAK OUT: Group Reports (continued)

Scholarship-

- Questions on how and when to use funds and who they should be awarded to
- Leadership Conference: chapters may use scholarship or admin funds to cover student/recipient airfare/hotel/conference pass-plan now and discuss budget/costs with your board
- Educators are lacking in chapter participation; better partnerships are needed
- Form a committees for additional support
- Large galas are intimidating for students to attend and present their speech
- Hold one informal student event annually
- Utilize mentorship programs
- Tours of factories/firms are very beneficial and interesting to students
- Involve students as much as possible wherever and whenever you can
- Scholars lunch at Leadership Conference will showcase scholarship recipients in the industry who are actively participating within their local NEWH chapter and giving back
- Idea to pair with a college for an annual design competition; chapter would still need to award their general scholarship
- Offer competition to one college and have another college be the host of the competition/event
- Las Vegas held a culinary competition; all other surrounding schools attended and it was a great event
- Event ideas depend on region and the colleges in your area
- Vendor could provide a scholarship to a student/college as a designated contribution; hold a reception after the event to highlight the vendor
- Think about the risks in your area and evaluate after
- Must cover core criteria first before offering a design based competition as a chapter event

Education-

- Encompassing: Education/Mentorship/Sustainability
- Committee is learning how to interweave areas together throughout our chapters through events and educational opportunities
- Completed trial-run webinar in 2016
- Target to complete (2) webinars in 2017
- Example topics for Junior designers: how to write specs on different products, talk about importance of writing a spec, hold a series of designations/programs
- Advanced sustainability; tie into return on ROI and conscience specific to hospitality
- Please attend Education calls and provide us with your speaker suggestions

Development-

- Discussed Leadership Conference
- If Leadership costs are not in your 2016 budget request to be invoiced and write the check in 2017 and put costs in your 2017 budget (register now before the price goes up December 1st)
- Chapter cloud account to add social media postings to make it easier/more organized
- Rotating calendar on website by subject
- Facebook is the most used social media platform across all demographics
- Increase new memberships: From December 1, 2016 - November 30, 2017 any new NEWH members would receive (1) complimentary BDwest of BDNY ticket sponsored by Boutique Design (\$275-\$300 value)
- Add search features for NEWH member directory
- Make online membership applications mandatory to complete all areas so they are filled in completely
- Block off sections of the directory for member view only
- Scholarship recipients receive 2-free years of associate membership, Inc. recipients receive 3-free years
- Membership on the rise throughout the country
- TopID -big draw
- Scholars video in the works (professional marketing video)
- Please attend membership discipline calls
- NEWH encompasses a large value, we would rather not allow access to the directory to non-members
- Suggestion of adding a checkbox if you want your profile visible to everyone
- With IIDA you must be a member to view any profile
- Feature to view member list with only names being visible
- Membership directory is currently listed under member resources on the NEWH website but you must be a current member and logged in to view

TopID-

- Great conversations, good promotion-we are striving to make TopID a coveted benefit and event
- Need set, clear criteria for application and review process along with basic pieces, membership participation, board committee members, number of projects completed in last 18-months, 3 quality photos, testimonials, etc.
- Make an online entry form
- Judging: use media partners to do final judging to take pressure off of chapters and keep it fair for design firms
- Next meeting, hold more conversation, narrow down and launch in May at Las Vegas IBOD meeting
- TopID banners at chapters must be a requirement
- Request media partners involved with judging to showcase TopID winners in their publications

BREAK OUT: Group Reports (continued)

TopID (continued):

- Owners use our TopID list, we want people to trust our list
- A lot of TopID event ideas were shared; let's take those into consideration and build off of them for successful events
- Nominations: With people nominating themselves we need to keep it from being a popularity contest
- We want people to trust our TopID list and come to NEWH to find their design firm

Breakouts help NEWH, Inc., gives you details to take back to your chapter, synergize thoughts together.

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

INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER

Discussion-Chris Tucker:

- All is good in Canada
- Toronto Chapter is building excitement of TopID and increasing the overall focus and planning 2017 calendar around TopID winner to make it a main focus
- TopID will be awarded at scholarship event; the winner is a key player who is involved with the chapter and are very deserving of being a repeated winner
- Vancouver is giving an award with their TopID selection
- Each board member contacted schools notifying them of our chapter scholarship in doing so it doubled incoming applications
- HOST Milano is more of an equipment based food show (back end show), looking forward to partnering with them and expanding NEWH
- If you have comments, recommendations, etc. please contact Shelia-stay tuned for more details
- www.host.fiera-milano.it

INTERNATIONAL RELATIONS | UK – REBEKAH ELLIS

Discussion-Rebekah Ellis:

- See details shared in board report
- Great fundraiser this year; holding one fundraiser per year
- Problem with obtaining sponsors for a second event
- College in the outskirts in London ,focusing on students who are less privileged
- Students complete a hospitality project with set criteria; the college selects 12 students, the chapter then puts together a judging panel of professionals to provide advice and after they attend a tour of a hospitality project
- A lot of suppliers and designers at fundraisers
- Received great comments on event
- Contacted designers after for feedback and received (2) responses: one would like to be on the judging panel, the other would like to be a part of the process
- Trying to give designers value takes a special person to feed off of the idea and then become involved
- Origami evening, lots of fun, many new designers, very creative event
- Next year looking at adding on small tradeshow to the annual fundraiser

NEWH AMBASSADORS | MICHELLE FINN, DEBORAH HERMAN, JORDAN MCINTURF, ELIZABETH MOORE, STACY SHOEMAKER RAUEN, MICHAEL SMITH

Discussion-Jordan McInturf:

- Regional Tradeshows are valuable, it's a challenge sometimes to drive attendance
- Weather can affect tradeshows
- Dallas and Washington DC were strong shows this year; we appreciate everyone's work
- How do we involve NEWH more in ALIS and the Lodging Conference; it would be good to put on a joint event
- Ask for discount tickets to other conferences for NEWH members
- TopID panel, Women Leaders, share and promote with other conferences to enhance the expansion of NEWH

NEW BUSINESS | JULIA MARKS

New Business-Julia Marks:

- Thank-you for all of your hard work- we are so proud of everyone
- 4.4 million reached in awarded scholarship funds, only a year ago NEWH was at 4 million and a couple years ago at 3 million
- Washington DC Metropolitan \$51,000; Chicago \$45,000 (2016 awarded scholarship amounts)
- Membership is up 5% overall
- Atlanta increased their membership by 19%, Rocky Mountain 17%
- Regional groups doing very well
- Take today's details back to your chapters and share the success

CLOSING | TRISHA POOLE

Closing-Trisha Poole:

- Thank-you to our exiting Delegates-they are not going away. they will continue to work within their chapter
- Attend New York Chapter Product Runway and NEWH Green Voice sessions-enjoy the show

MOTION TO ADJOURN

Date: November 12, 2016

Motion Number: 2

I, Fernando Diaz, move that the meeting be adjourned at 4:36 pm.

Motion seconded by: Cindy Guthrie

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated: