



## GOVERNING BOARD PACKET

11 NOVEMBER 2017

Meeting Room

**1-E02/03**

**JAVITZ CONVENTION CENTER**

JACOB JAVITZ CONVENTION CENTER

655 W. 34<sup>th</sup> Street

New York, NY 10001

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



TABLE OF CONTENTS

NEWH, INC. GOVERNING BOARD MEETING AGENDA ..... 5

NEWH, INC. GOVERNING BOARD MEETING MINUTES - 2 MAY 2017 ..... 6

PRESIDENT ..... 12

PRESIDENT ELECT ..... 12

SECRETARY ..... 13

VP/FINANCE ..... 14

    BANK BALANCES ..... 15

    2017 FINANCIAL SPREADSHEET ..... 16

    2017 CORPORATE PARTNERS ..... 17

FUNDRAISING ..... 18

VP/SCHOLARSHIP ..... 18

    SCHOLARSHIP ..... 19

    SCHOLARSHIPS AWARDED BY CHAPTER ..... 20

VP/EDUCATION ..... 21

    CONTINUING EDUCATION ..... 22

    SUSTAINABLE EDUCATION CHAIR ..... 23

    PROGRAMMING ..... 23

    BRANDED CHAIR ..... 23

    MENTORSHIP CHAIR ..... 23

VP/DEVELOPMENT ..... 24

    MEMBERSHIP ..... 24

        REGIONAL MEMBERSHIP ..... 25

    NEWH CONFERENCES ..... 26

    DIGITAL MARKETING ..... 26

VP/INTERNATIONAL RELATIONS – CANADA ..... 26

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM ..... 26

PAST PRESIDENT ..... 27

EXECUTIVE ADVISOR ..... 27

NEWH AMBASSADORS ..... 27

NEWH STAFF ..... 28

CHAPTER REPORTS ..... 31

    ARIZONA ..... 31

    ATLANTA ..... 31

    CHICAGO ..... 32

    CINCINNATI ..... 32

    DALLAS ..... 32

HOUSTON .....	34
LAS VEGAS.....	34
LOS ANGELES .....	35
NEW ENGLAND REGION .....	35
NEW YORK .....	35
NORTH CAROLINA REGION .....	36
NORTH CENTRAL.....	36
NORTHWEST .....	38
ORANGE COUNTY REGION .....	39
PHILADELPHIA/ATLANTIC CITY .....	39
PITTSBURGH REGION.....	39
ROCKY MOUNTAIN.....	39
SAN FRANCISCO BAY AREA.....	40
SOUTH FLORIDA.....	41
SUNSHINE.....	41
TORONTO .....	42
UNITED KINGDOM.....	43
VANCOUVER REGIONAL .....	44
WASHINGTON DC METROPOLITAN.....	44
ADDENDA.....	45
MOTION TO APPROVE MINUTES .....	45
MOTION TO ADJOURN.....	45
2018 – 2019 NEWH EXECUTIVE COMMITTEE BALLOT .....	46
NEWH CODE OF ETHICS .....	48
LEADERSHIP .....	48
SUCCESSION PLANNING: NEWH, INC. BOARD OF DIRECTORS ELIGIBILITY POLICY .....	49
TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS .....	50
NEWH CHAPTER BUSINESS PLAN.....	52
MEMBERSHIP DIRECTORY – WEBSITE REVISION .....	58
PAST MEMBER SURVEY .....	59
NEWH BRANDED PROGRAMS.....	60
NEWH, INC. INSTAGRAM GUIDELINES.....	62
NEWH BOARD OF DIRECTORS MOTION FORM .....	64

NEWH, INC. GOVERNING BOARD MEETING AGENDA  
11 November 2017  
1-E02/03 – Jacob Javitz Convention Center, New York, NY

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

**Board of Directors Meeting**

Saturday, 11 November 2017

12:30 pm – 4:30 pm

Executive Committee	Trisha Poole Cynthia Guthrie	Brittany Johnson Fernando Diaz	Andrea Thomas Christine Wasmer	Leigh Mitchell Christine Tucker	Jonathan Young Julia Marks Helen Reed
Board of Directors	Becca Kundysek Mary Ann Thornam Cindy Andrews	Stacy Costa Karen Gutowski Ron McDaniel	William Stuart Jordan McInturf Elizabeth Moore	Michael Smith Michelle Finn Stacy Rauen	Chairs Lora Spran Sandy Banks Debbie McKelvey
House of Delegates	Tammy Adams Leslie Anderson Michelle Bass Nicole Brindle Brandon Brockmiller Morgan Brodey	Valentina Castellon Kyla Chambers Jen Conley Jennifer Delmas Anne Hiter Jodie Johnson	Jayme Krstich Heather Lloyd James Lyons Johanna Malen Shana McCullough-Downing Monica Meade	Elissa Murry Leena Nancy Sophia Nguyen Toby Polatsek Michelle Purcell Karen Rains	Angela Reed Amanda Tomlinson Christian Triana Jennifer Wellman Rachel Wilson

12:30 pm	Call to Order	Trisha Poole
12:35 pm	Establishment of Quorum - Presentation of Minutes and Motion to Accept	Brittany Johnson
12:40 pm	President's Welcome - Introduction of Guests	Trisha Poole
12:45 pm	Financial Report	Fernando Diaz
12:50 pm	<i>Brain Storming ... Share what is happening in your chapter. What are new initiatives you would like to see? Review goals set in May for each discipline. What goals were set in February and what is the standing of those goals</i> SELECT THE DISCIPLINE YOU CHOSE IN MAY - Finance / fundraising - Scholarship / scholarship Education / continuing education, programming - Development / membership, conferences, and digital marketing	FACILITATED BY: Fernando Diaz Andrea Thomas/ Christine Wasmer Leigh Mitchell
2:00 pm	B R E A K	
2:20 pm	Year-end Discipline Reports (Report on what goals were set for the year and what the status of those goals are) - FINANCE/Fundraising - SCHOLARSHIP/Scholarship - EDUCATION/Continuing Education, Programming, Sustainable Education - DEVELOPMENT/Membership, NEWH Conferences, Digital Marketing	Fernando Diaz/Karen Gutowski Andrea Thomas/Becca Kundysek Chris Wasmer/Mary Ann Thornam/Stacy Costa, Lora Spran Leigh Mitchell/Cindy Andrews/ Ron McDaniel/William Stuart
3:20 pm	Canada Update	Christine Tucker
3:30 pm	United Kingdom Update	Jonathan Young
3:40 pm	Old Business	Trisha Poole
3:50 pm	New Business - Changing of the Guard	Trisha Poole
4:30 pm	Motion to Adjourn	

**EXECUTIVE COMMITTEE:** Saturday 8:30 – 11:30 Room 1 E02/03  
Sunday 8:00 – 11:00 Room 2 D16

**NEWH, INC. GOVERNING BOARD MEETING MINUTES - 2 MAY 2017**  
Mandalay Bay Convention Center, Islander Ballroom B | Las Vegas, NV

Executive Committee	Trisha Poole Cynthia Guthrie	Brittany Johnson Fernando Diaz	Andrea Thomas Christine Wasmer	Leigh Mitchell Christine Tucker Julia Marks
Board of Directors	Becca Kundysek Mary Ann Thornam	Karen Gutowski Ron McDaniel	Jordan McInturf Michael Smith	Debbie McKelvey Michelle Finn
House of Delegates	Michelle Purcell Jen Conley	Heather Lloyd Brandon Brockmiller	Karen Rains Nicole Brindle	Shana McCullough-Downing Jonathan Young
	Jodie Johnson Elissa Murry	Morgan Brodey Annette Lucille	Rachael Wilson Jennifer Delmas	Leslie Anderson
Chapter Presidents	Alison Gasser	Tara Witt	Terri Metzger	Kate Valder
Steering Chairs	Tyler Toothacker			
Guests	Stephanie Deshaies Phoebe Stein Vanessa Vaughan	Judy Regan Wanda Luna Dallas Bentley	NEWH, Inc. Staff:	Shelia Lohmiller Jena Seibel Nicole Crawford
Not in attendance	Rebekah Ellis Helen Reed Cindy Andrews Stacy Costa William Stuart Elizabeth Moore Stacy Rauen Sandy Banks Lora Spran Holly Johnson Jennifer Wellman	James Lyons Anne Hiter Toby Polatsek Leena Nacy Tammy Adams Michelle Seminaris Bass Amanda Tomlinson Valentina Castellon Sophia Nguyen Kyla Chambers Johanna Malen	Christian Triana Angela Reed Monica Meade Shannon Vance Kelly Bowen Bruce Heins Katie Popp Leslie Wynn Kacey Sharp Rachel Daus Lauren Ritter	Westin Hammerstrom Cheri Bargaen Chelsea Lawrence Candace Tejidor Pam Niemann Kelly Gaddes Shaleah Soliven Bess Rosefield Ehmcke Jessica Wasmer Dina Caruso Anna Sveinbjornsdottir Derek Sousa

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

The meeting was called to order by President, Trisha Poole at 12:10 pm 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: May 2, 2017

Motion Number: 1

I, Brittany Johnson, move to approve the minutes as presented from the February 2017 IBOD meeting.

Motion seconded by: Fernando Diaz

VOTE COUNT:

STATUS OF MOTION:

YEA: 11    NAY: 0    ABSTENTION: 1    Carried:     Defeated:

Abstention: Ron McDaniel

**PRESIDENT – TRISHA POOLE**

**Discussion-Trisha Poole:**

- Ballot for Director of Conferences (Ron McDaniel)

**Founders Circle: Trisha Poole:**

- Founders Circle was held last night; 25-30 people in attendance
- Corporate Partners were given updates on current NEWH initiatives
- Showcased NEWH Scholarship Stories video; well received
- Founders Circle is a Corporate Partners event held once a year in Las Vegas as a thank-you to our Corporate Partners
- The event creates an avenue for Corporate Partners to express their concerns on the value and overall plan for NEWH

**Strategic Planning-Milliken Experience-Brittany Johnson:**

- Milliken is an opportunity for NEWH Executive Committee to revisit the mission of NEWH while analyzing current and upcoming efforts and their impact on NEWH as a whole
- Trudy Craven (Milliken) is a facilitator for the session
- During two-and-a-half-day experience, we take a look at ourselves and NEWH as a whole
- Mission, vision are reviewed, ICON recipient is determined, work on team dynamics, review of organizational chart for Executive Committee and Chapters to ensure it's still working, etc.

- Milliken generously provides accommodations, facilitator, F&B, etc.
- A special thank-you to Milliken and Michael Smith for all of your support and coordination; the experience is highly valued and appreciated

**NEWH Sustainable Hospitality International Committee Update-Trisha Poole:**

- Sustainability has been discussed for quite some time across many different areas, committees, etc.
- NEWH would like to thank the NEWH Sustainable Hospitality Committee for their work
- There's been some lack of support and duplicate efforts of the committee
- The committee was never meant to hold a separate mission
- We want to remove sustainability from its silo and umbrella it under Education with a heavy focus on Green Voice, BrandEd and Women in Business
- Chairs have been appointed to move the newer initiatives forward
- Programming needs its own Director and has been added to the organizational chart; welcome Stacy Costa

**Top ID-Brittany Johnson:**

- TopID needs a better process with a more credible and fair way to judge/award
- First set of guidelines are in your board packet (see attached forms); review with your board and let us know your concerns
- Minimum criteria to be considered is listed and a points system is in place
- Voting boards will preview submissions; favoritism should diminish
- Participant must be a current valid NEWH member
- Timeframes and deadlines are well stated; follow the process and do not disclose to anyone who won
- Presidents should make a winner phone call
- Chapters plan how they want to award
- Take these updates back to your chapter and share with everyone
- The rules were put in place to allow us to be fair and present a good opportunity to our membership
- Use the established guidelines appropriately
- The process will keep growing, new information will be available online in January 2018
- Incorporate media and ownership
- There's a reason for the guidelines if you don't feel they are a good fit let us know; your feedback is appreciated as you move through the new process put in place

**Comments:**

- Firms can use the form to nominate self or chapter can actively reach out to eligible firms
- TopID/Scholarship tie in event elevates the presentation of the award
- New York is awarding their TopID at their Owner's Roundtable

**NEWH Scholarship Stories-Trisha Poole:**

- Please view handout
- This is our first year; the final project took longer to implement than expected
- Use the full-version Scholarship Stories video during membership drives, chapter events and school visits
- The trailer is currently being used at BD/HD/Lodging Conference, etc.
- Use of the video has been limited because we don't want to wash out the idea, story and hard work that went into producing the video; we want it to be fresh to our membership
- We will revamp the video for next year with fresh details
- Do not use the video as a continuous loop, it should be used as a feature presentation only where people can hear and see it in its entirety
- For large events, the full version should be shown
- Contact NEWH, Inc. office with your questions
- The video cannot be broken out into segments or edited down if you need a shorter version it will be available after New York events
- Chapters, we need your stories, images, video, etc. for the next production
- Looking for involved students that we can keep track of
- Our goal is to highlight all areas of hospitality (culinary, hospitality interior design, hotel management, etc.)
- Capture students' in their natural environment, with their friends, family, professors, etc.

**Questions:**

- DC used the video for a board meeting the format was long
- NEWH is working on a more manageable size
- The video was played at Founders Circle with a warm welcome
- Each event brings a different need or description how to use the video appropriately – please refer back to the guidelines
- Las Vegas Chapter uses their own "Where are they Now?" video
- LA showed at a recent board meeting and would like to use at their Gala in the fall
- The video and trailer will not be updated until next year
- Each chapter will select their favorite videos/images and submit to NEWH, Inc. office; the production group will review the submissions and build the story line
- Chapters can also use their videos at their events, etc.
- NEWH would love to showcase more stories that are out there to help support NEWH's scholarship program and mission

**Board Reports-Julia Marks:**

- When we're here we all need to be here and remain attentive for NEWH
- Please remember to be here, listen, share and disperse details to your boards upon your return
- Submitted board reports are lacking

- Board reports are required to be submitted on time by law to maintain our 501 (c) (3) non-profit status
- Take and share these details with your board; we all can do better

**2017 NEWH ICON of Industry-Trisha Poole:**

- Janice Feldman, JANUS et Cie 2017 NEWH ICON of Industry recipient
- Each year NEWH awards its most prestigious award, the ICON of Industry in November at the Gold Key Gala in New York; held in conjunction with BDNY
- ICON celebrates a leader in manufacturing who has been in the industry for 30 plus years and has influenced the industry through their work, innovation and industry/community outreach.
- A \$7,500 student scholarship is also awarded in honor of the NEWH ICON of Industry

**VP/FINANCE – FERNANDO DIAZ**

**Discussion-Fernando Diaz:**

- Organization is doing very well, healthy financially
- On target with budgets
- Chapters are completing reports according to guidelines
- Kudos to Leigh Mitchell and committee members on a very successful Leadership Conference; over 500 people in attendance
- 2013 and 2015 Leadership Conference made a profit however 2017 made a \$37,000 profit

**VP/SCHOLARSHIP – ANDREA THOMAS**

**Discussion-Andrea Thomas:**

- Please note scholarship details in board report
- 2017 marked the first awarded \$5,000 NEWH Leadership scholarship to a Hospitality Management major
- 2019 Leadership Conference will offer a \$10,000 scholarship with an internship with a brand (for hospitality management majors)
- Revamping NEWH Sustainable Hospitality Design Competition, this is our 11<sup>th</sup> in a series
- Criteria for the competition was becoming repetitious; Brittany Johnson and Helen Reed and refreshing the project type and criteria
- NEWH will increase the scholarship award amount
- Times have changed, a \$5,000 scholarship is not as enticing anymore for the amount of work the student needs to put into the design competition
- Additional funding will be needed for the new scholarship
- Currently award (2) scholarships at \$5,000 each (1) undergrad and (1) grad student
- Students can work in teams or professors' can use as a class project submitting the top 5 projects
- Instructors like to use the competition as part of the class curriculum
- We are improving the criteria and award amount in order to fund and rebrand under Green Voice
- Separate sponsorship is needed prior to re-branding for future implementation
- Stop by the NEWH booth tomorrow to celebrate our 2017 winners
- If you have scholarship questions please feel free to reach out to Andrea Thomas, Becca Kundysek or Nicole Crawford at NEWH, Inc. office anytime

**Questions/Comments:**

- Is the \$2,500 per chapter scholarship award recommended?
- Awarding a minimum of \$2,500 per scholarship at the chapter level is not mandatory but it is recommended especially for your 4-year students
- Make your scholarships worthwhile and award to worthy students
- Letters of recommendation can be from outside of the hospitality industry they do not have to be from past/current hospitality employers, the student could work at Starbucks, etc. and submit their letter of recommendation
- Having a letter from a professor and an employer is always nice, there is no requirement how many letters of reference/recommendation the student must submit but the more the better insight you have of the applicant
- Can International students apply for scholarship?

**Scholarship-Questions/Comments (continued):**

- Yes, we are an international organization, all scholarships are open to international students but be sure to verify their financials/debt; many times they do not have debt through their college
- It's beneficial to students when chapters list the to be awarded scholarship amounts in their scholarship marketing materials; awarded funds affect other awards/scholarships for the student
- Chapters can also say awarding up to a certain dollar amount
- Dallas Chapter interviews student applicants and agree on a set dollar amount to be awarded annually and publish the large sum using wording "awarding up to"
- Las Vegas chapter lists their scholarships as ranging from \$2,500 - \$30,000
- Determine how much to award first based off the financial ability of the chapter
- Make sure that students are truly qualified prior to awarding

**VP/EDUCATION – CHRISTINE WASMER**

**Discussion-Christine Wasmer:**

- See board report for overview of education initiatives and alignments

- A Chair will be needed for ED Online; spec 101
- Green Voice provides education to the industry and membership
- Sustainable Hospitality Design Competition students do a lot of work without a lot of visibility so we want to give them a higher platform; NEWH will seek out additional sponsors
- Funds are for this year since budget was already in place for 2017
- Green Voice funds are used for Green Voice conversations as available
- Many NEWH members give up their time to be moderators at Green Voice sessions
- Currently seeking Subject Matter Experts for future sessions
- Original scholarships are generously funded by (2) Sustainable Design Competition sponsors; we cannot go back and ask for additional funding
- Melting programs together and branding through Green Voice will be the future focus
- Plans will not impact any other planned initiatives for 2017

### MOTION TO REALLOCATE FUNDS

Date: May 2, 2017

Motion Number: 2

I Christine Wasmer, move that we approve use of Green Voice Partners dollars in the amount of \$5,000 to augment the increase in the Sustainable Design Competition, now the Green Voice Design Competition scholarship.

Motion seconded by: Andrea Thomas

VOTE COUNT:

STATUS OF MOTION:

YEA: 10 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

### DEVELOPMENT – LEIGH MITCHELL

#### Discussion-Leigh Mitchell:

- Please view changes to NEWH organizational chart (handout)
- Awards Chair position is still open, please let us know your interest; promotes NEWH ICON award and award of Excellence
- BDwest membership promotion let us know your thoughts
- NEWH has (2) new membership plans: Business Plus and Chapter Level Business
- Thank-you for attending the very successful NEWH Leadership Conference
- This year, NEWH paid for inspirational speakers, added excursions and still brought in a profit
- 95 people took the Leadership survey which is very beneficial to future planning

#### Discussion-Ron McDaniel:

- 2019 Leadership Conference will take place in Miami
- The planning committee met in Miami last week, discussed survey, worked on items to move conference forward
- Sponsorships will be announced June 1<sup>st</sup>
- The goal is to release information soon so budget funds can be allocated as early as possible

#### Comments:

- BDwest/BDNY attendee pass offer for new NEWH members is only for this year; members wanting to switch over will be pro-rated
- Michelle will supply NEWH with numbers; thank-you to HMG for all of your support

### MOTION TO APPROVE 2017 BUDGET

Date: May 2, 2017

Motion Number: 3

I, Fernando Diaz, move to approve the 2017 budget as presented.

Motion seconded by: Julia Marks

VOTE COUNT:

STATUS OF MOTION:

YEA: 10 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

### 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

**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

## BREAK OUT: Group Reports

### **Development:**

- Membership discussed (2) new platforms
- Need Inc.'s help to market new opportunities
- Review all Inc. opportunities with design firms and explain cost saved vs. paying for events throughout a year
- Add events that sell out as a bonus to membership
- FACT sheet; have a membership fact sheet listing all levels of membership
- If you're not sure if the business has a membership in another area you could share the membership FACT sheet
- More details will be available June 1<sup>st</sup>
- Have one price at the door pricing for member and non-members this solves the problem of verifying membership
- 2019 Leadership Conference in Miami-everyone attend
- Speakers, local flavor, event ideas, etc. are needed to plan Leadership, share your suggestions
- Let us know if you would like to volunteer to assist the Leadership Committee
- Plan and budget now to send your board and students/scholarship recipients
- Seattle obtained sponsors and held a board retreat in conjunction with the 2017 Leadership Conference

### **Scholarship (Sustainable Design Competition):**

- Tie to event on even years of Leadership conference
- Talked about other competitions in the industry
- Gain awareness to Inc. scholarships
- Have a student and professional category
- How can we establish an internship in conjunction with the scholarship?
- Launch in 2020
- Target university involvement
- Create a scope document and categorize goals
- Hold awards event in January/February at NEWH tradeshow with a keynote speaker and award at Product Showcase
- Have competition be part of curriculum; flush out timing needs (release/deadline date, etc.)
- Overall idea is innovation within the hospitality community and to utilize owners and educators to develop further
- Keep the sustainable component but make it prestigious
- Hold a call between now and November; meet again in November and include Jena in conversations related to Product Showcase

### **Education:**

- Spec 101 specification writing education for junior designers (live/webinar)
- Create a hospitality focus series
- Engage vendors and subject matter experts
- Connect TopID winners with educational offerings
- Create scope document for vendor CEU's and other initiatives
- Utilize online reference for educational offerings (webinar, resources, available CEU's, etc.)

### **Fundraising:**

- Estate sale will not be continued for this year
- Outline a new concept for 2020; similar to Product Runway level
- Assess what is desired (type of event): cocktail party, dinner, top chef or chopped concept
- How can we utilize and engage celebrities?

### **Fundraising (continued):**

- Assess current chapter events currently that are highly successful financially and by attendance
- Hot Seat (with a lighting fixture)
- Create light fixture in one night with audience present
- Fundraising and design competition teams need to collaborate to build future efforts

## INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER

### **Discussion-Chris Tucker:**

- Partnership with HOST Milano
- Event is held October 20-24, 2017 in Italy
- NEWH is bringing in about 40 people to the show
- NEWH Canada is doing well; currently seeking new board members

## INTERNATIONAL RELATIONS | UK – REBEKAH ELLIS

### **Discussion-Jonathan Young:**

- See report in board packet
- New event last month; "Women who Inspire"
- Lauren Steadman, Paralympian, triathlete and double world champion was the inspirational speaker
- Lauren shared challenges about school and how she took and turned that into inspiration
- The event was held at UBM Corporate head office
- Good mix of attendees and overall attendance; plan is to continue event annually

- London tradeshow has gained a lot of interest; we need a good amount of attendees to make is successful
- Chapter is in need of a good theme to promote attendance for the 2018 show

**NEW BUSINESS | TRISHA POOLE**

**New Business-BrandED-Trisha Poole:**

- Welcome Debbie McKelvey, NEWH BrandED Chair
- Rocky Mountain has showed interest in a BrandED event
- Working on commitment dates with brands
- Once dates are determined a reach out to chapters will be made to determine if they are interested in the event (in the meantime chapters should contact NEWH Inc. with their time parameters if interested)
- All communication needs to go through Debbie McKelvey to reduce any confusion; please do not contact brands directly
- Discussion of a webinar session; this won't work as information could be taken to the competition (key information on protocol and standards is being discussed and should be kept confidential)
- Reps sponsor the event
- Brands want to each out to designers' first
- We can't have someone from Marriott sitting in on a Hilton talk; the brands would refuse to participate
- Limited amount of people is key; invite designers/architects
- Brands want to see the invite list prior to event
- Manufacturers are important but the overall goal is to education the design community on the brand standards

**NEWH, Inc. Office Updates-Shelia Lohmiller:**

- Julie Buntrock, NEWH Office and Finance Manager has moved on; welcome Susan Huntington
- Susan has a background of over 15-years in finance/accounting and experience with an International business
- All of Julie Buntrock's emails are going to Susan for future follow-up
- A e-blast intro about Susan will be dispersed next week

**MOTION TO ADJOURN**

Date: May 2, 2017

Motion Number: 4

I, Brittany Johnson, move that the meeting be adjourned at 3:51 pm

Motion seconded by: Julia Marks

VOTE COUNT:

YEA: 11

NAY: 0

ABSTENTION:

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

#### 2017 GOALS

1. Further the mission of NEWH.
2. Continuation and Refinement of 2017:
  - a. 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. This goal is supported by the planning and execution of high quality NEWH Leadership Conferences that incorporate relevant subjects, speakers and design firms that represent the current landscape of the industry. We plan to structure this event and provide streamlined processes to improve the overall performance and execution of the planning and delivery of the event.
  - b. 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.
3. 2017 Follow through: Elevate the quality of the NEWH Magazine to maintain brand awareness and draw new interest. Participate in planning and efforts to make the Top ID nominations more credible and highly respected within the industry.
  - a. Magazine: Cover/back cover design, paper quality/stock, layout and photo quality have all been improved to make the magazine a better publication. Future magazines will be expanded and developed to attract Owners, brand executives and expanded reader demographic.
4. 2017 Follow up: Work with VP of Scholarship and NEWH Inc to define the best way to continue to promote our exceptional talent discovered through our scholarship programs and incorporate them in our annual video program.
5. Transition:
  - a. In this last year of Presidency, I will strive to pass on knowledge and information as it relates to my role as President and any events or efforts I have been involved in. It will be my mission to make my transition to Past President a smooth process and support the Incoming President to the best of my ability.
  - b. As I work with the President Elect this year it will be my goal to identify an important project or efforts that I can begin to work on as I enter my new role as Past President that will support her goals for 2018-2019.

## PRESIDENT ELECT

### CYNTHIA GUTHRIE

#### Job Purpose:

- Be an active advocate of NEWH through all possible industry-networking opportunities such as trade shows etc.
- Learn & understand the duties of the President position and be prepared to assume Presidential duties when applicable.

#### 2017 GOALS

- Absorb & immerse in all the knowledge of the President position from Trisha Poole. Learn more about initiatives I can assist with.
  - Learn the Inc. admin office policies and procedures.
  - Get an understanding of each chapters' history, needs & challenges.
- Brand Identity / Industry Awareness
    1. Hotel Management/Owners/Brands
    2. Associations
    3. Media
    4. Universities/Educators
  - Is there opportunity to align with large recognized industry associations thru advocacy? This would not include lobbying legislation.
  - What associations & what advocacies are best for NEWH to align with?
  - What are the pros & cons of an NEWH Advisory Board?
    - Scope document in works - to establish criteria & selection of Advisory Board members

#### STEPS TO ACHIEVE GOALS

- As applicable, dedicated time with Trisha Poole to review details or the organization.
- As applicable, dedicated time with Shelia Lohmiller and admin staff to learn how I will interface with the Inc. office, understand policies and procedures.

#### LONG TERM GOALS FOR THIS POSITION (AS I MOVE INTO PRESIDENT POSITION)

- Evaluate - Where we are? Where we want and/or need to be?
- How do we get there?
  - Financials
  - 5-year Business plan
  - International Chapter Expansion

#### OTHER REPORT ITEMS

- In development – advisory council however we have not officially named it. We talked about testing this with a select few by invitation only. Trudy Craven provided guidance on time span and questions. 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 “advisors”,

qualifications, commitment by “advisors”, etc. Current Objective: To seek advice for NEWH from high level industry professionals, understand industry perception of our organization and gather/exchange ideas for NEWH to develop

this organization for the future. Update – Still in works and ideas from cross initiative may feed into this council....to fresh to update further. Hope to have more to report by next IBOD.

## SECRETARY

### BRITTANY JOHNSON

#### Job Purpose

- Record and preserve the business records of the organization
- Ensure all chapters remain in compliance with all public laws governing their activities.
- Provide mentorship and guidance to the chapter secretaries as needed

#### Other Report Items

- See below for a few of the top pieces of advice for the role of Secretary:
  - Finish the year strong, please get in all meeting minutes into the Inc. office each month.
  - We’re excited to present a new strategic planning document for the chapters for more focused planning each year. Please review it with your chapter boards and plan into your 2018 calendar the completion of this planning document.
  - If possible, have a localized place to store board minutes for future reference.
  - If your board does not have a meeting for a month, please let the Inc. office know so that no one is trying to

track down non-existent meeting minutes.

- Know the rules for a quorum, be certain that you’ve noted whether or not a quorum exists for any motions that occur during your meetings.

#### 2017 Goals

- See below for goals for the role of Secretary:
  - For the International Board Meeting in May – the secretary will produce a short presentation to inform the Delegates about the strategic planning and overall direction for NEWH Inc.
  - Presentation was given at May IBoD, providing an overview of the Executive Committee strategic planning efforts.

## RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN

Chapters (min. 6 per year)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes				Yes									
Atlanta	Yes	Yes	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes				Yes	
AC/Philadelphia	Yes	No Mtg.	Yes				Yes		Yes					
Chicago	Yes				Yes									
Dallas	Yes	Yes	Yes	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes				Yes	
Houston	No Mtg.	Yes				Yes								
Las Vegas	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes				Yes	
Los Angeles	No Mtg.	Yes				Yes								
New York	Yes	Yes	Yes	Yes										
North Central	Yes	Yes	Yes	Yes	Yes								Yes	
Northwest	Yes	Yes	Yes	Yes	Yes	Yes		No Mtg.					Yes	
Rocky Mountain	Yes				Yes									
S. Florida	Yes	No Mtg.				Yes								
San Francisco Bay	Yes					Yes								
Sunshine	Yes	Yes	Yes	Yes	Yes	Yes							Yes	
Toronto	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes					Yes	
UK	Yes	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	Yes		Yes				Yes	
Washington, DC	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes				Yes	
<b>Regional Groups (Minutes once a quarter)</b>														
Cincinnati	No Mtg.	No Mtg.	No Mtg.	No Mtg.	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes				
New England	No Mtg.	Yes	No Mtg.	No Mtg.	No Mtg.	Yes	No Mtg.							
North Carolina														
Orange County	No Mtg.	Yes												
Pittsburgh	Yes		Yes											
Vancouver	Yes	Yes	No Mtg.	Yes	Yes	No Mtg.	Yes	Yes	Yes					

## NEWH Chapter Board Training Schedule

Shaded = training occurred or is scheduled (*based on year of board – i.e. if training occurred in Oct 2013, it was with incoming 2014 brd so listed under 2014 year)	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
ARIZONA			In person 2/1/10	Webinar	In person 12/6/12	Webinar	Webinar	In person /20/16	Webinar	Webinar
ATLANTA	In person 3/14/09	Webinar	Webinar	In person 3/10/12	Webinar	Webinar 1/7/14	In person 10/18/14	Webinar	Webinar	Scheduled /27/2018
ATLANTIC CITY		Webinar 12/6/10	In person	In person 2/25/12	Webinar	Webinar	In person 2/14/15	Webinar	Webinar	In-person
CHICAGO		In person	In person 10/23/10	Webinar	In person 10/27/12	Webinar	Webinar	In person 11/14/15	Webinar	Webinar
CINCINNATI REGION									TBD based on need	TBD based on need
DALLAS		In person	In person 10/8/10	Webinar	In person 3/15/13	Webinar	Webinar	In person 11/20/15	Webinar	Webinar
HOUSTON		In person	In person 10/7/10	Webinar	Webinar	In Person 2/8/14	Webinar	Webinar	In-person 3/26/17	Webinar
LAS VEGAS		Webinar 8/3/10	In person	In person 1/28/12	Webinar	Webinar	In person 1/10/15	Webinar	In-person 2/18/17	Webinar
LOS ANGELES		In person /30/10	Webinar	Webinar	In person 2/9/13	Webinar	Webinar	In person 1/9/16	Webinar	Webinar
NEW YORK		Webinar 2/27/10	In person	In person 2/11/12	Webinar	Webinar	In person 2/28/15	Webinar	Webinar	In-person
NEW ENGLAND REGION					Webinar 2/13/13	TBD based on need	Webinar 1/12/15	TBD based on need	TBD based on need	TBD based on need
NORTH CAROLINA REGION		Webinar 6/30/10	TBD based on need	Webinar 4/26/12	TBD based on need	Webinar 1/9/14	TBD based on need	TBD based on need	TBD based on need	TBD based on need
NORTH CENTRAL		Webinar 3/22/10	In person 3/5/11	Webinar	Webinar	In person 1/11/14	Webinar	Webinar	In-person 12/3/16	Webinar
NORTHWEST	Webinar 11/14/09	Webinar	In person	In Person 12/2/11	Webinar 11/28/12	Webinar 1/6/13	In person 12/13/14	Webinar 2/29/16	Webinar	Scheduled 1/13/2018
ORANGE COUNTY REGION		In person 9/28/10	TBD based on need	TBD based on need	TBD based on need	Webinar 1/13/14	TBD based on need	TBD based on need	TBD based on need	TBD based on need
PITTSBURGH REGION							Webinar 11/18/15	TBD based on need	TBD based on need	TBD based on need
ROCKY MOUNTAIN		In person 2/5/10	Webinar	Webinar	Webinar 2/12/13	In person 2/27/14	Webinar	In person 1/11/16	Webinar	Webinar
SAN FRANCISCO		Chartered 2010	In person 2/26/11	Webinar	Webinar 2/5/13	In Person 11/16/13	Webinar	Webinar	In-person 10/16/16	Webinar
SOUTH FLORIDA			In person	In person 1/21/12	Webinar	Webinar	In person (not scheduled)	In person 1/29/16	Webinar	Webinar
SUNSHINE	In person 1/31/09		In person 2/5/11	Webinar	Webinar 11/15/2012	In person 10/18/13	Webinar	Webinar	In-person 3/5/17	Webinar
TORONTO		Webinar 1/24/11		In person 10/15/11	Webinar 11/20/12	Webinar 11/19/13	In person 12/6/14	Webinar 12/8/15	Webinar	Scheduled 12/9/17
UNITED KINGDOM			Webinar	Webinar	Webinar	In person 10/1/14	Webinar	Webinar	In person 6/12/17	Webinar
VANCOUVER REGION		Webinar 2/10/10	TBD based on need	Webinar 3/6/12	TBD based on need	TBD based on need	TBD based on need	Webinar 2/11/15	TBD based on need	TBD based on need
WASH DC	Webinar 10/22/09	Webinar	In person	In person 2/16/12	Webinar	Webinar	In person 3-12-15	Webinar	Webinar	Scheduled 12/2/17

### 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 are clear
- Monitor NEWH Fundraising for both NEWH, Inc. and its Chapters and develop new ideas for Fundraising

##### 2017 GOALS

- Have all chapters submit budgets by the beginning of the year; help chapters to achieve this request if necessary
- Have all chapters submit business plan by the beginning of the year; help chapters to achieve this request if necessary
- All chapters MUST submit Results of Activity Reports to the Inc. Office within 45 days after the date of the event (**MUST IMPORTANT**)
- Participate in all discipline calls (**VERY, VERY IMPORTANT**)
- Maintain or cause to maintain Strategic Plan

##### STEPS TO ACHIEVE GOALS

- Work with NEWH, Inc. office to follow up on chapters not

##### forwarding information;

- Work with Diane and Jena to make sure chapters know (via board training) that information is to be submitted to NEWH, Inc. promptly; and
- Follow up with chapters to submit signature bankcards after the **first** board meeting of the year.

##### LONG TERM GOALS FOR THIS POSITION

- Ensure all chapters KNOW what is expected in way of reporting
- Produce Signature NEWH Fundraiser in 2017 and beyond – **we are looking at producing a NEWH Inc. fundraising event in 2020**

##### OTHER REPORT ITEMS

- QuickBooks online is doing great as well as the mobile

payments for door sales, etc.

- Last year Chapters transferred a total of \$345,196 from fundraising events into scholarship accounts
- We are a very financially strong organization. Good problem to have.
- For the most part all the budgets are in
- Within the next year or so NEWH, Inc. will increase its percentage of what the chapters need to pay
- Chapters DO NOT have to give 50% in Scholarship Awards out, but Chapters should never give away more than 50% of their scholarship account
- Please remember that checks over \$250.00 requires two (2) signatures
- We are in the process of having Stripe installed on our website. Stripe is an online payment system similar to PayPal

but Stripe offers no monthly fees, no international fees and lower AMEX fees. They also offer ACH payment options. Once the installation is complete we will be sending a notice to all chapters with a link to install the app on their mobile device(s)

- For the Chapters with an excessive amount of money in their Admin Account, they may want to consider transferring funds into their Scholarship Account or another Money Market account where they are earning more interest than their regular checking account
- All interest earned on any interest bearing accounts will be transferred into the chapter's Scholarship Account at the end of each year
- We will be ordering new signature cards as soon as new ballots are in the office this year. We expect that all signature cards are fully completed and returned to Susan at the INC office as soon as possible. Any chapter not complying will lose access to their funds due to the bank not allowing checks to be cashed

BANK BALANCES		
account balances as of 9/30/2017		
General	\$	608,622.26
Scholarship		150,290.05
Cliff Tuttle Scholarship		17,391.39
Ken Schindler Scholarship		8,314.71
Money Market (cash reserve fund)		395,420.00
Long Term Reserve Account (money market acct receives higher interest than CD)		300,500.00
Cash Reserve Account (money market acct receives higher interest than CD)		200,000.00
CD		100,000.00
NEWH, Inc. acct in Canada (8/31/17)	US	21,257.23
NEWH Canada, Inc.	CAD	25,263.17
NEWH Canada, Inc. Scholarship	CAD	13,137.12
NEWH, Inc. acct. in London	US	25,324.80

Chapter	Annual Budget Rec'd	Statement from Bank	Labeling cks and deposits	Updated Signature Cards	2017 to date Fundraising %***	Regional Tradeshow Monies transferred to Scholarship Acct in 2017	Fundraising Monies transferred to Scholarship Acct in 2017	Checking Bal	Date	Mutual Fund	Scholarship Bal	Date	Mutual Fund	CD	Date
Arizona	X	X	X	X	70%		1,733.49	18,242.84	9/30/17		10,486.82	9/30/17			
Atlanta	X	X	X	X	28%	28,658.45	617.50	59,510.82	9/30/17		73,505.97	9/30/17			
Atlantic City		X	X	X				28,787.72	9/30/17		11,319.45	9/30/17			
Chicago	X	X	X	X	31%		41,198.20	124,388.03	9/30/17		107,391.67	9/30/17			
Dallas	X	X	X	X	38%	33,749.34	8,275.00	96,372.95	9/30/17		64,220.86	9/30/17			
Houston	X	X	X	X	40%		21,500.00	25,130.22	9/30/17		46,765.45	9/30/17			
Las Vegas	X	X	X	X	46%		32,800.00	88,181.57	9/30/17		109,658.26	9/30/17			
Los Angeles	X	X	X	X	48%		17,070.00	41,366.09	9/30/17		145,812.55	9/30/17			
New York		X	X	X	67%			158,041.83	9/30/17		134,586.19	9/30/17			
North Central	X	X	X	X	60%		2,830.36	29,177.18	9/30/17		37,712.46	9/30/17			
Northwest	X	X	X	X	34%		54,954.14	74,369.56	9/30/17		22,456.73	9/30/17			
Rocky Mountain	X	X	X	X	48%	31,001.59		83,407.73	9/30/17		17,193.22	9/30/17			
San Francisco	X	X	X	X	58%			87,003.61	9/30/17		122,118.36	9/30/17			
South Florida	X	X	X	X	52%		269.00	45,387.42	9/30/17		38,562.83	9/30/17			
Sunshine	X	X	X	X	71%		20,620.10	25,397.20	9/30/17		80,937.14	9/30/17			
Toronto	X	X	X	X				22,872.87	9/27/17	x	1,199.89	9/29/17	13,256.16	2/3/17	

United Kingdom	X	X	X	X				8,104.67	10/23/17		2,794.84	10/23/17				
Washington DC	X	X	X	X	26%	47,152.16	43,715.00	199,053.75	9/30/17		29,622.25	9/30/17			40,093.59	9/30/17
						140,561.54	245,582.79	1,214,796.06			1,056,344.94					
<b>Regional Groups</b>																
Hawaii							386,144.33	1,000.08	9/30/17		22,246.65	9/30/17				
New England								9,954.10	09/30/201		20,336.38	9/30/17				
North Carolina								8,574.38	9/30/17		8,324.26	9/30/17				
Orange County								1,645.24	9/30/17		60,934.67	9/30/17				
Pittsburgh								7,626.84	9/30/17		12,397.09	9/30/17				
San Diego											19,314.37	9/30/17				
Vancouver																
Virginia											12,079.28	9/30/17				

## 2017 FINANCIAL SPREADSHEET

		INCOME	EXPENSE
<b>President</b>		-	12,894.60
<b>President Elect</b>		-	5,476.63
<b>Past President</b>		-	411.30
	Founders Circle	-	6,506.00
<b>Executive Adviser</b>		-	1,037.40
<b>Secretary</b>		-	1,590.17
	Board Training	-	9,259.85
<b>Vice President Finance</b>		-	2,743.00
	Fundraising	76,160.96	2,515.11
	Travel / Delegate	-	11,248.95
<b>Vice President/Scholarship</b>		-	1,423.94
	Scholarship	506.00	5,060.47
	Clifford Tuttle Scholarship	-	5,876.80
	Ken Schindler Memorial	5,000.00	5,969.20
	NEWH Leadership Scholarship	-	5,528.40
	ICON Scholarship	14,000.00	9,079.58
	Sustainable Scholarship	10,500.00	12,242.94
	Vendor Scholarship	23,000.00	27,657.22
	Women Leaders in Hospitality Scholarship	10,000.00	11,452.85
<b>Vice President/Education</b>		-	1,020.07
	Continuing Education	4,400.00	2,914.73
	BrandED	4,925.00	3,852.56
	ED Online	-	-
	Mentorship	-	60.11
	Sustainable Hospitality	30,000.00	6,764.90
	Women In Business	-	-
<b>VP/Development</b>		-	1,329.17
	Leadership Council	-	-
	Membership	295,731.83	152,842.51
	NEWH Conferences	140,498.51	325,210.97
	Digital Marketing	-	-
<b>Administration</b>		3256.93	746,833.76
	Corporate Partner Development	620,710.00	26123.18
	Marketing	58,923.37	37,622.60
	NEWH Awards	-	19,070.94
	Tradeshows/USA	-	75,781.27

Tradeshows/other	-	-
Tradeshows/Regional	1,125,817.00	638,002.53
NEWH Governing Board Mtg.	-	12,419.51
Website	27,133.00	34,156.50
Publications	-	3,047.39
Reserve Acct.	-	41,667.00
Bank/Credit Card	-	13,760.96
	2,450,562.60	2,280,455.07

2017 CORPORATE PARTNERS	level	partner since
<b>Durkan Hospitality</b>	Benefactor	1995
<b>Fabricut Contract/S. Harris</b>	Benefactor	2004
<b>RH Contract</b>	Benefactor	2012
<b>Signature</b>	Benefactor	2005
<b>ULSTER</b>	Benefactor	2003
<b>American Leather</b>	Patron	2008
<b>Bernhardt Hospitality</b>	Patron	2012
<b>Crypton + Nanotex</b>	Patron	2014
<b>Delta Faucet Company</b>	Patron	2014
<b>Hospitality Design Group</b>	Patron	2001
<b>Hospitality Media Group, LLC</b>	Patron	2012
<b>Installation Services Group</b>	Patron	2010
<b>Milliken Floors</b>	Patron	1996
<b>Moen, Incorporated</b>	Patron	2012
<b>P/Kaufmann</b>	Patron	2011
<b>American Atelier, Inc.</b>	Supporting	2011
<b>Arteriors Contract</b>	Supporting	2013
<b>Ashley Lighting, Inc.</b>	Supporting	2012
<b>Brintons</b>	Supporting	
<b>Electric Mirror</b>	Supporting	2008
<b>Fabric Innovations</b>	Supporting	2011
<b>Karndean DesignFlooring</b>	Supporting	2011
<b>Kimball Hospitality</b>	Supporting	1994/2016
<b>Lexmark + Hospitality</b>	Supporting	2008
<b>Lily Jack</b>	Supporting	2011
<b>Mandy Li Collection</b>	Supporting	2011
<b>Masland Hospitality</b>	Supporting	2001
<b>MityLite</b>	Supporting	2017
<b>Porcelanosa USA</b>	Supporting	2017
<b>Richloom Contract</b>	Supporting	2013
<b>The Robert Allen Duralee Group</b>	Supporting	2017
<b>Sem Fim</b>	Supporting	2013
<b>Serta International</b>	Supporting	2005
<b>Séura Incorporated</b>	Supporting	2012
<b>Shafer Commercial Seating</b>	Supporting	2012
<b>Shaw Hospitality Group</b>	Supporting	1999/2015

<b>Shelby Williams</b>	Supporting	1994/2011
<b>Summer Classics</b>	Supporting	2011
<b>Tropitone Furniture Company</b>	Supporting	2012
<b>Vaughn Benz</b>	Supporting	2011
<b>WALTERS</b>	Supporting	2012

## FUNDRAISING

### KAREN GUTOWSKI

#### 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

This report was submitted in January. No updates given.

#### TYPES OF FUNDRAISING EVENTS

- Bowling
- Golf
- Silent Auctions
- Live Auctions
- Estate Sales
- Manufacturers/Rep/Designer Combination Events
- ...more to come

#### TIMEFRAME OF EVENTS

- Fundraising Events are conducted all year round
- Some chapter Events overlap with other chapters
- Need to develop national fundraising calendar and publish to all chapters

#### SPONSORS

- Corporate sponsors – work with Jena at Inc office to better coordinate
- Local sponsors – chapter sponsors/events sponsors
- In-Kind sponsors

- Encourage chapters to thank sponsors at all events
- Assist chapters in securing sponsorships for their events

#### RESOURCES

- Develop more resources to assist chapters in their fundraising efforts
- Develop comprehensive document on all aspects of how to hold a fundraiser
- Encourage chapter wide involvement in all fundraising efforts
- Designers – an invaluable resource to secure sponsorships
- Reps – great tools for distributing chapter information to design firms, purchasing companies, etc.
- Students – great resources to secure volunteers and inform students of NEWH Scholarship opportunities
- NEWH, INC Chapter Board Resource Directory
- Managing and Monitoring Fundraising Discipline Calls

#### REGIONAL TRADE SHOWS

- RTS can be considered chapter's fundraising event
- Should have complete board and chapter involvement

## VP/SCHOLARSHIP

### ANDREA THOMAS

#### Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Scholarship
- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization's mission and needs.

#### 2017 GOALS

- Scholarship**
  - Work with the Director of Scholarship in the execution of all current scholarship initiatives including Interior Design and Hospitality Management scholarships, ICON, Product Design Competitions and the Green Voice Competition.
  - Interface with Chapter Directors via discipline calls.
  - Outline new Leadership Scholarship criteria for the 2019 Leadership Conference in Miami.
  - Work with the Scholarship Director on the formation of a committee to assist in selection of recipients for Inc. scholarships.
- Marketing**
  - Establish a consistent format for forms and collateral for all scholarships in keeping with the overall marketing vision for the organization.
  - Participate in selection of recipients for future marketing videos.

#### STEPS TAKEN TO ACHIEVE GOALS

##### HOSPITALITY MANAGEMENT SCHOLARSHIPS

- NEWH Women Leaders Scholarship** sponsored by **Hospitality Media Group:**  
This \$5,000 scholarship is open to **female** Hospitality

Management majors and the recipient is **Jenna Greco**, a **Hospitality Administration** major at **Cornell University**. She will be recognized at the **Boutique Design Power Players: Women Leaders in Hospitality** breakfast and panel discussion at **BDNY**, on **November 13, 2017**.

##### **NEWH Leadership Scholarship:**

This new \$10,000 scholarship will be awarded at the **NEWH Leadership Conference's Scholar Luncheon in Miami in 2019**. We are planning the criteria to hopefully include an internship for the chosen recipient.

##### **NEWH Women Leaders Scholarship** sponsored by **Hospitality Media Group:**

This is a \$5,000 award available to **female** students only, and will be given in conjunction with **BD West in Los Angeles**, in **April of 2018** at the **Boutique Design Power Players: Women Leaders in Hospitality** breakfast and panel discussion. The deadline for applications is **December 4, 2017**.

##### INTERIOR DESIGN SCHOLARSHIPS

##### **NEWH Harvey Nudelman Scholarship** sponsored by **Fabricut Contract & FR One:**

This \$5,000 scholarship will be awarded at the **NEWH Booth** during the **HD Expo in Las Vegas May 2-4, 2018**.

The application deadline is **December 4, 2017**.

- **NEWH Product Design Competition** sponsored by **Symmons Industries:**  
Their fifth award of \$4,000 will be given at the **NEWH Annual Expo Breakfast: The Young Entrepreneurs** Las Vegas at **HD Expo, May 2-4, 2018**. The award criteria includes a Guest Room Lavatory Faucet design. The standard NEWH criteria has to be met first. The projects from that group of students are judged by Lisa Cote-McKain, Jennifer Loux and Mike Daikubara of Symmons Industries. The winning design will be showcased at the Symmons Booth. Deadline for applications and project submittals is **January 2, 2018** *(also open to architecture students)*.

- **NEWH Green Voice Design Competition (formerly Sustainable Hospitality Design Competition)**  
The name, as well as the criteria and construct of these scholarships have been completely updated.

The two awards, one for an undergraduate student and one for a graduate student are now \$7,500 each. This 12th year's competition is an **Adaptive Reuse Hotel Project** which will require the students to utilize categories from either the **WELL** or **LEED** certification to design and document their projects.

The sponsorship will now be provided by **all Green Voice sponsors: JLF lone meadow (Founding Sponsor), Global Lighting, Valley Forge Fabrics and Florida Seating.**

Winning students and their projects will be recognized at the **NEWH Booth** during the **HD Expo, May 2-4, 2018**. Projects must be submitted by **January 2, 2018** *(also open to architecture students)*.

- **NEWH Ken Schindler Memorial Scholarship:**  
We will be awarding the second \$5,000 scholarship in memory of Ken Schindler (W A L T E R S) to **Sarah Wallstedt**, a **Fine Arts** graduate student in **Interior Architecture and Design** It will be given at the **Platinum Circle Awards** on **November 14, 2017**, in conjunction with the **HX: The Hotel Experience show and BDNY in New York**.
- **NEWH Clifford R. Tuttle Scholarship:**  
The fourth \$5,000 scholarship, honoring Clifford Tuttle, will be given to **Sydney Kimball**, an **Interior Design major at Endicott College in MA**. This will also be awarded at the **Platinum Circle Awards** in **November 14, 2017**, in conjunction with the **HX: The Hotel Experience show and BDNY in New York**.
- **NEWH ICON of Industry:**  
The ICON for 2017 is **Janice Feldman**, CEO of **JANUS et Cie**.

A \$7,500 scholarship in her honor will be given on **November 13, 2017**, at the **Gold Key Awards during BDNY**. The recipient is **Brianna Hunter**, a graduate student majoring in **Interior Architecture at Florida International University**.

- **NEWH Fabric Innovations Legacy Hospitality Management / Interior Design Scholarship**  
This is the 5th year of a commitment that **Deborah Herman** has generously made to fund this \$10,000 scholarship. It will be given at the **Platinum Circle Awards in November 2017**, in conjunction with the **HX: The Hotel Experience show and BDNY in New York**. The recipient is **Brittany Flock**, a graduate student in **Interior Architecture and Design at Florida State University**. The scholarship is open to students attending college in Florida or New York.
- **NEWH Séura Studio Series Scholarship:**  
The 2017 Studio Series Design Competition is the second for Séura and provides the opportunity for Professional Interior Designers to design a custom lighted mirror. The winner will be announced at BDNY and introduced at the **Boutique Design Power Players: Women Leaders in Hospitality** on **November 13, 2017** along with the recipient of a \$3,000 scholarship sponsored by **Séura** in the name of the winning professional. The student recipient is **Britt Bar**, an **MFA major in Interior Design at the New York School of Interior Design**.
- **Collateral updates/corrections as necessary:** Working with the Scholarship Director and the Inc. office to update the Board Manual and Scholarship Forms, which is an on-going process. Please submit any changes/updates you feel should be made to the VP of Scholarship or the NEWH Inc. office.

#### **LONG TERM GOALS FOR THIS POSITION**

- Provide and plan for smooth interface/interaction between activities of Scholarship all levels within NEWH Inc. and Chapters.
- Assist in creation of online applications for Chapter and eventually Inc. scholars
- Ongoing - Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. of Scholarship 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**

### **BECCA KUNDYSEK**

#### **Job Purpose**

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

#### **2017 Goals**

- Assist and work closely with VP of Education, Andrea Thomas, and the NEWH Inc. office
- Work with Nicole and Andrea to develop and test online registration process
- Develop committee for scholarship review throughout the year

#### **Steps to Achieve Goals**

- Quarterly conference calls with Scholarship Directors
- Keep open lines of communication between Andrea, NEWH, Inc., committee members and myself

#### **Regular committee calls/mtgs.**

#### **Long Term Goals for This Position**

- Establish lines of communication with all Chapters and Regional Scholarship Directors and provide support as required
- Work with Chapters and Regional Groups to promote all NEWH Scholarship opportunities
- Work with Chapters and Regional Groups to establish new Vendor Scholarship opportunities
- Keep regular routine schedule of following up with past

winners for updates on their career paths since receiving and NEWH Scholarship

- Help new founded Competition committee to launch Student Design competition (discussed at May's IBOD meeting)

**Other Report Items**

- We had our first successful committee review involvement late summer! Thank you to Dallas Bentley, Sophia Nguyen, and Pam Niemann for their efforts on this round (and thank you for those who showed interest in the future – we will be reaching out again for our next round of reviews this winter!)

- We still could use help with this committee so if you are interested and were not contacted this summer. Please send Nicole, and me and email expressing your interest!
- It has been a wonderful experience serving as Director of Scholarship! Thank you all for your mentorship and guidance along the way and accepting me onto the IBOD. I haven't completed all the goals above, but hope to pass along this list and impart my knowledge to the next individual who takes on this role.

<b>SCHOLARSHIPS AWARDED BY CHAPTER</b>			
<b>Chapter</b>	<b>2017</b>	<b>total # of awards</b>	<b>Total Given</b>
Arizona	1,500.00	117	114,300.00
Atlanta		146	280,765.00
Chicago	45,000.00	120	334,574.00
Dallas	38,000.00	178	404,200.00
Hawaii		1	2,500.00
Houston	20,000.00	128	188,625.00
Las Vegas	25,500.00	155	392,605.00
Los Angeles Founding Chapter	41,000.00	353	791,598.00
New England Region		32	33,950.00
New York	50,000.00	218	596,500.00
North Carolina Region		3	7,500.00
North Central	8,000.00	42	62,000.00
Northwest	25,000.00	52	137,964.00
Orange County Region (Southern Counties)	11,000.00	65	85,450.00
Philadelphia/Atlantic City		12	34,500.00
Pittsburgh Region	5,000.00	2	5,000.00
Rocky Mountain	15,000.00	45	99,200.00
San Diego Region		3	3,000.00
San Francisco Bay Area		15	80,000.00
South Florida	10,000.00	93	141,000.00
Sunshine	18,000.00	75	215,500.00
Toronto	5,000.00	62	CAD 118,013.00
United Kingdom	5,500.00	22	GBP 43,000.00
Vancouver	2,000.00	5	CAD 10,500.00
Virginia		8	16,500.00
Washington DC Metropolitan	78,000.00	128	414,300.00
Clifford Tuttle Scholarship	5,000.00	4	20,000.00
Future Hospitality Leaders Scholarship		3	15,000.00
NEWH ICON of Industry	7,500.00	23	105,000.00
NEWH Ken Schindler Memorial Scholarship	5,000.00	2	10,000.00
NEWH Leadership Scholarship	5,000.00	1	5,000.00
NEWH Women Leaders in Hospitality Scholarship Award	10,000.00	6	30,000.00
NEWH Sustainable Design Competition/School		9	40,000.00
NEWH Sustainable Design Competition/Student	10,000.00	17	75,000.00
NEWH Vendor - American Holtzcraft		1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	10,000.00	5	50,000.00
NEWH Vendor – Harvey Nudelman Memorial Scholarship	5,000.00	11	39,500.00
NEWH Vendor – Séura	3,000.00	2	6,000.00
NEWH Vendor – Symmons	4,000.00	4	16,000.00
<b>TOTALS</b>	<b>\$ 462,500.00</b>	<b>2164</b>	<b>USD \$ 5,012,701.77</b>

## VP/EDUCATION

### CHRISTINE WASMER

#### Job Purpose

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

#### 2017 GOALS

- Research and identify continuing education opportunities that are relevant to our membership and NEWH mission.
- Focus for Education Committee: The disciplines under the Education banner will work toward establishing a symbiotic relationship that will produce significant results in providing a new direction toward providing education, professional development, and mentorship to NEWH members, Hospitality, and Education communities. Goal is to significantly increase educational outreach to chapters and regional groups.
- Changes in goals include realigning focus with Directors to coincide with the new organizational goals. Work with new Director of Programming and Director of Continuing Education in developing educational goals, program, and developing content for educational programs and CEU's. Assist in formulating goals and direction for chairs/committees under each Director.

#### STEPS TO ACHIEVE GOALS

- Education Committee to include Directors Continuing Education and Programming. Chair persons under each discipline (BrandEd, Mentoring, Women in Business and Sustainable Education chairs) and members from the House of Delegates and Board who express an interest in participation plus NEWH Inc. staff. Other participants to include chapter/regional group level members on an invitational basis.
- Committee mission:
- *The mission of the NEWH Education Committee is the advancement of education, uniquely focused on hospitality, encompassing environmental, cultural, social and global issues, to its membership while providing the opportunity for continuing education units.*
- Core Values:
  - Build a foundation of education which includes online resources, workshops, seminars, panels, webinars and relevant programs which address the health safety and welfare in the hospitality industry, cognizant of changing needs.
  - Involve and engage membership in taking advantage of this opportunity to gain valuable knowledge in keeping abreast of the constantly changing global marketplace as it relates to hospitality
  - Collaboration with industry professionals to offer the most up-to-date information to the membership
  - Provide the opportunity to earn Continuing Education Units in a variety of mediums, making education accessible to all members.
- Program: **NEWH EDonline**  
 Concept: Rotating webinar covering all three silos education, sustainability, mentorship. Include social networking platforms to garner interest from young professionals and students including a blog for those who cannot attend the live webinar – commenting and asking questions after viewing recorded event. Recorded webinar presentations also to be offered as a self-directed CEU option for members and others in the community.  
 Other programs could include live interviews and presentations, Q & A topics to include professional development, career navigation, portfolio reviews. Professionals from all facets of the hospitality industry –

design, architectural, development, owners, purchasing will be valuable 'subject matter experts' in sharing their professional expertise and personal career path. This could include a biographical approach to an individual – possibly tie to ICON

Participants: Education Committee. Purpose is to evaluate internally through presentation to NEWH board level members. Evaluation method - completion of 'survey monkey' questionnaire.

Webinar Goals for 2017: Present two web based live webinars.

Subject for first webinar: **Specification Writing – The Design Contract.**

Target audience: students and young professionals.

Subject Matter Experts (SME's) – Design/Architecture Senior Level Professional, Purchasing Professional, Project Management Professional, Owner/owner's representative. Panel to discuss importance of specification writing in the overall process of a successful project. Moderator to be advised.

This webinar to be followed up with a succession of webinar programs that will provide an in depth look at various products/services involved in hospitality projects, i.e., Lighting, Case goods, Fabric, Drapery, Wallcovering, Furniture etc....

SME's for these various programs will be from the manufacturing, purchasing and design communities. Subject for second webinar: to be discussed and determined by committee.

- Program: **BrandEd**

Goal: Assist as needed Programming Director & BrandEd Chair, contribute to success of the BrandEd initiative - BrandED was created specifically for NEWH members to assist them in understanding the strategic thinking behind the development of well-known hotel brands—from brand standards and brand identity and personality to culture. The goal of these sessions is to eliminate brand confusion as well as to give members an opportunity to personally visit with key members from these hotel giants. The BrandED learning initiative will travel to different chapters to ensure that members across the country will have the opportunity to learn firsthand about leading global brands as well as an opportunity to meet key decision-makers within these companies.

- Program: **Women in Business**

Goal: Assist as needed Programming Director & Chair of Women in Business initiative - Women in Business was developed to share with our female members what experience has taught our successful female panelists: how to develop your own brand, the fine line between confidence and arrogance, fortitude...what it takes to stay the course, how to differentiate, the art of negotiation, the politics of doing business. Seven of our Corporate Partners, women business owners, have volunteered to participate in this program. Chapters are asked to provide two local women business owners to round off the panel. Our first WiB event will be held in conjunction with the Orlando Regional Tradeshow.

- Program: **Mentoring – Inspire and be Inspired**

Goal: Assist as needed Programming Director & Mentorship

Chair in establishing this new initiative.  
 Concept: NEWH takes our mission of scholarship, education, and leadership seriously. We believe that with the correct tools, mentor opportunities and networking, our students, new graduates and young professionals will have success in their hospitality industry careers. We will be presenting a series of programs for each of the following disciplines: Interior Design, Procurement, Sales, and various aspects of Hospitality Management. This is opportunity to sit down with a well-known industry professional for an in depth mentoring discussion which will assist you in focusing on personal and professional growth within your hospitality field of interest. The mentoring program will provide you with support for an additional six months. Be looking around your chapter for those who you think would be a great mentor.

- Program: **Sustainable Education**  
 Goal: Assist as needed Continuing Education Director & Sustainable Education Chair in establishing a new Sustainable education direction. Utilize the brand "Green Voice" as a conduit toward developing GV Conversations on chapter/regional level as well as building on the existing programs held at BDNY, BDWest and HD Expo. All programming under GV brand to meet the highest educational standards i.e., CEU level scrutiny.  
 Concept: Green Voice to become the "brand" of the NEWH

Sustainable Education mission. Working across all NEWH educational platforms – tradeshow, chapter programming, webinars, Green Voice Design Competition. The conversation will encompass subject matter experts, students, educators & hospitality professionals

**ADDITIONAL GOALS**

Spec 101 (working title) – work toward creating a program as proposed by the Education Committee & SCOPE document presented by Jordan McInturf to create a web based resource for CEU material offered by Corporate Partners to NEWH Chapters. Providing a unique resource for benefit of NEWH members. White papers and shared information by presenters will be a part of the online resource.

**LONG TERM GOALS FOR THIS POSITION**

- Compile and sustain a hospitality centered comprehensive recorded catalog of CEU's, interviews, panel discussions, biographical presentations.
- Increase chapter/regional group participation in assisting to develop programs and share broadly throughout NEWH.
- Formulate minimum of two and not more than three live web based programs each year.
- Ensure that NEWH offers education formatted to the best technologies available (webinar, live on-line presentations as well as classroom style formats) – constant evaluation of methods and best practices.

**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.

**2017 GOALS**

- Research and identify continuing education opportunities that are relevant to our membership and NEWH mission.
- Research and develop content for educational programs and CEU's. Establish methodology for determining where the biggest changes are being made and use that as the base of content as well as the draw for participation.

**STEPS TO ACHIEVE GOALS**

- Committee mission:  
*The mission of the NEWH Continuing Education Committee follows the mission of the Education committee which is the advancement of education, uniquely focused on hospitality, encompassing environmental, cultural, social and global issues, to its membership while providing the opportunity for continuing education units.*
- Work with the Vice President of Education in the formation of Continuing Education Committee to include members from the House of Delegates and Board who express an interest in participation plus NEWH Inc. staff.

**2017 GOALS**

- Addition of committee members from Education discipline to assist Director of Continuing Education.
- Research and identify continuing education opportunities that are relevant to the membership and NEWH mission.
- Continue research on Accrediting Bodies which will work directly with NEWH in order to expand on offering CEU opportunities, and pay particular attention to IACET.
- Continue to participate in the Green Voice panels at HD and BDNY by arranging speakers relative to contemporary sustainable topics in the hospitality industry.
- Act as a moderator in panel presentations and increase the number of same.

**STEPS TO ACHIEVE GOALS**

- Committee mission:  
*The mission of the NEWH Education Committee is the advancement of education, uniquely focused on hospitality, encompassing environmental, cultural, social and global issues, to its membership while providing the opportunity for continuing education units.*
- Core Values to Develop:
  - Define the foundation of continuing education and clearly define the need for continuing education in an industry constantly changing in the health safety and welfare as it relates to the hospitality industry,
  - Involve and engage membership in taking advantage of this opportunity to gain valuable knowledge, while earning CEU credit, in keeping abreast of the constantly changing global marketplace as it relates to the hospitality industry.
  - Determine how industry professionals can collaborate with the committee to offer the most up-to-date information to the membership and establish realistic time commitments
  - Formulate a plan for industry outreach to find out what the membership wants in Continuing Education and what sector is the most likely to respond
  - Establish clear timelines and specific outcomes tied to the industry professionals expressing interest in Continuing Education
  - Establish time for bi-monthly conference calls to establish and maintain the impetus of the committee

**LONG TERM GOALS FOR THIS POSITION**

- Compile and sustain a hospitality centered comprehensive recorded catalog of CEU's, interviews, panel discussions,

biographical presentations in conjunction with the VP of Education. Establish a secondary committee to achieve this.

- Formulate minimum of two to three live web based programs each year based on results of outreach.

## **SUSTAINABLE EDUCATION CHAIR**

LORA SPRAN

### **Job Purpose**

- Develop and implement a program to support the new, emerging talent in the hospitality industry.

No goals or report were submitted in 2017.

## **FINAL COMMENTS**

If the committee can take the steps to establish realistic goals the results will then be measurable in the participation of membership and industry professionals. The key is the steps ...

## **PROGRAMMING**

STACY COSTA

### **Job Purpose**

- Direct the NEWH, Inc. Programming events: BrandEd, Mentoring, Women in Business and see that NEWH, Inc. Chapters follow the Education mission of the organization

### **2017 Goals**

- Work with BrandEd Chair to implement program standards and roll-out nationally
- Work w/Mentorship Chair + Sheila to implement program standards and roll-out nationally

### **Steps to Achieve Goals**

- Work on uniform branding + program agenda for BrandEd/Mentorship
- Get online info up to date for BrandEd/Mentorship
- Book 1<sup>st</sup> BrandEd to work out the program kinks
- Talk w/Dallas Chapter about Mentorship program they hosted
- Conference w/Sheila about "E3" Mentorship event like Dallas
- Line up Chair for Mentorship–If Sandy Banks cannot continue?

### **Long Term Goals for This Position**

- For all chapters to have the Mentorship event each calendar year
- To have chapters excited about possibly hosting BrandEd in their chapter (depending on availability of the brands)

### **Other Report Items**

- 1<sup>st</sup> Official BrandEd hosted by Debbie McKelvey and IHG in Dallas at Hotel Indigo downtown was a huge success.
- All attending found the event to be very educational/great networking w/brand
- BrandEd program is worked out, now just need help booking brands

## **Branded CHAIR**

DEBBIE MCKELVEY

### **Job Purpose**

- Develop and implement a program to introduce and education membership about the Hospitality Brands.

## **MENTORSHIP CHAIR**

SANDY BANKS

### **Job Purpose**

- Develop and implement a program to support the new, emerging talent in the hospitality industry.

This report was submitted in January. No updates given.

### **2017 GOALS**

- Sent an email to all new incoming chapter presidents with the Mentorship brochure attached, informing them of the platform and how it will work. I have asked that they consider a date and possible mentors for the event. Matt and I will work to set up as many lunches/dinners as possible this coming year.

### **STEPS TO ACHIEVE GOALS**

- Matt DeShantz has agreed to join me in planning and executing the events and working with the chapters to secure viable mentors from at least three hospitality disciplines in each chapter to participate in our Mentoring events. We will be looking for Design, Manufacturing/supplier, and purchasing.
- Once we have an initial Mentoring event and find an optimal program format, we will try to standardize the content.
- We plan to have a gathering of the initial participants of each event 6 months after the first dinner to do follow up and assessment of what is working, needs to be added or fine-tuned.

- Will continue to stay in touch with students or young professionals who have contacted me through the NEWH website to keep them involved and supported even when they are not close to a chapter.

### **LONG TERM GOALS FOR THIS POSITION**

- I would like to find a format for Mentoring events that would work for all chapters with only slight variations to the program to accommodate the personality of the chapter and their members. We can then standardize the invitations and program to make it easier to plan the events and get a protocol in place for follow up and support.
- Work with the rest of the Education team to integrate our efforts, be it webinars or additional teaching aids.

### **LONG TERM GOALS FOR THIS POSITION**

- Each chapter should now have a mentoring event as part of their annual program schedule. This initiative goes hand in hand with our financial support of students and it is a follow up to getting not only our scholarship recipients but their classmates integrated into our industry with welcoming and open arms. They are dependent on guidance from industry veterans to find their way and hopefully circumvent frustration and make educated choices. We have an additional obligation to support young people who have

## VP/DEVELOPMENT

### LEIGH MITCHELL

#### Job Purpose

- Responsible for the well-being and growth of the NEWH, Inc. membership and expansion of NEWH, Inc. Generating methods of membership and revenue growth.
- Responsible for overseeing the successful execution of the 2019 Leadership Conference.
- Oversee digital marketing efforts to expand the presence of NEWH.

#### 2017 GOALS

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level. Membership is up from February and May!
- Work with Director of Membership regarding outreach to the chapters and increasing membership.
- Work with Director of Digital and Executive Director to increase awareness of NEWH, NEWH mission, news, events, etc. thru Instagram. Since February over 600 followers.
- Work with Director of Conferences to create marketing message and timeline for 2019 conference.
- Creation of an Awards Chair to review and promote Award of Excellence and Icon Awards.
- Promote and increase Business Memberships
- Work with Helen and Fernando to create a Fellowship membership

#### STEPS TO ACHIEVE GOALS

- Continue to promote BD membership drive promotion. Cindy

### MEMBERSHIP

#### CINDY ANDREWS

#### Job Purpose

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

Many chapters have not had membership drives this year but have had success in signing up new members through various activities. The most popular draw seems to be a "Hotel Tour".

We have had some great sharing sessions this year and have come up with new ideas that will work for all chapters.

We hope to continue the program with BDwest and BDNY for 2018. I will follow up with Michelle Finn in the first quarter of 2018 to analyze the success of the program from 2017.

I have included with this report a recap from several of the chapters on their new membership successes for 2017. We hope to have them listed on the Inc website as a "Best Practices" list for recruiting New Members.

#### 2017 NEWH MEMBERSHIP DRIVES

##### ARIZONA

We had a membership drive last February. We called it Fabulous 5 and had 5 different areas around the state for people to attend all on the same day. For example – Tucson, Flagstaff, Scottsdale, Tempe and Phoenix. Each location had a board member and offered a happy hour to learn more about the chapter and why to join.

It went well. We had about 50-60 people attend between all the locations.

##### ATLANTA

December is their annual Membership Drive during their Gala. During this year's Gala, a Hotel tour will potentially be scheduled during the Gala. They also held a "Members Only" event in May that offered free Head Shots, great food and entertainment, which was very well attended. They are starting a new program for all events. Raffle Tickets - A vendor can Sponsor a raffle ticket, the raffle ticket

Guthrie working on keeping the promotion in place thru 2018.

- Launch new membership initiatives – Business Plus and a new Chapter Level Membership- have our first Business Plus membership!
- Instagram session with all chapters – follow up to make sure all chapters are engaged with Instagram and are aware of the Best Practices.
- Wrap up discussion of 2017 Leadership Conference, oversee next steps.
- Make Discipline calls engaging and educational.

#### LONG TERM GOALS FOR THIS POSITION

- Continue to work on Membership and Digital marketing best practices.
- Successful execution of the 2019 Leadership Conference.
- More awareness and understanding of the Awards NEWH gives out.

pays for one general membership for a year.

##### CHICAGO

They are looking to have a hotel tour in October. They did however, have a NEW Member Only social with only members who have joined in the last 12 calendar months along with many board members. This event was held to educate the new members on several benefits of being a NEWH member and to make them feel welcome to the chapter. They had 20+ members at the event and it was very well received.

##### DALLAS

Dallas NEWH Chapter held their Membership Drive at Top Golf on the evening of March 21st. We had outstanding participation selling out quickly to 24 Sponsors. Our event attendance increased to just over 160 and we will welcome 24 brand new members to our chapter in April. Best Dressed was awarded to Studio 11/Hill and Associates and Longest Drive Competition winner was Micah Magee of MC Preferred.

Bay Sponsorships included buffet dinner, a bottle of wine or bucket of beer, two hours of Top Golf for 6 team members and 1 free NEWH membership to a Brand New Member.

Bay Sponsorship was \$495 (included the above plus 1/2 cost of membership fee, which Inc covered the other half).

##### NEW ENGLAND

They had a very successful Boat Cruise. Very well attended. They would like to start a program where Vendors sponsors new members. They would like to include the fee in a sponsorship. They will also be taking advantage of buying New Membership Gift Cards, from Inc. The gift card would cover new General membership dues for 1 year for a New Member.

### SUNSHINE

On February 1st 2017, Sunshine Chapter Membership Drive was held at the newly opened Bakery Bar located in the city center of downtown Orlando. We presented speakers to engage our membership in the upcoming and progressive development of downtown and the surrounding area. The speaker panel consisted of the top influential people, Lisa Cuatt Executive Director of Thornton Park District, Donna Dowless Orlando Ambassador of Love and Thomas Chatmon Executive Director of the Downtown Development Board. Finishing out the night was a "enjoy hospitality" Themed raffle for our new and current members.

### UNITED KINGDOM

Their chapter had a social in the beginning of September open to non-member that produced 2 new members. They are hoping to have a hotel tour in October that will emphasize on signing up new members.

### VANCOUVER

They did a massive mail out to invite all Designers to participate in the Top ID awards which informally became a membership drive. They will also have an annual drive in November which will include a hotel tour.

## MEMBERSHIP REPORT BY CHAPTER

chapter	November 12, 2016	11/12/2016 w/ Students	2017 to date	2017 to date w/ Students	% of Change since November 2016 meeting w/o students	2017 non renewals		2017 new members/ past returning		voting members	non voting	students
						Students are not reflected						
Arizona	74	98	104	144	41%	19	18.3%	39	52.7%	87	17	40
Atlanta	341	559	403	599	18%	72	21.1%	119	34.9%	283	120	196
Atlantic City/Philadelphia	49	78	67	88	37%	15	30.6%	12	24.5%	46	21	21
Chicago	262	396	315	411	20%	49	18.7%	75	28.6%	217	98	96
Dallas	359	538	452	590	26%	56	15.6%	121	33.7%	341	111	138
Houston	125	230	145	230	16%	30	24.0%	28	22.4%	87	58	85
Las Vegas	166	238	181	265	9%	39	23.5%	44	26.5%	138	43	84
Los Angeles Founding	254	347	282	336	11%	83	32.7%	82	32.3%	201	81	54
New York	381	504	413	520	8%	103	27.0%	118	31.0%	319	94	107
North Central	169	291	174	319	3%	21	12.4%	32	18.9%	107	67	145
Northwest	201	248	243	290	21%	39	19.4%	60	29.9%	189	54	47
Rocky Mountain	110	135	171	211	55%	23	20.9%	80	72.7%	152	19	40
San Francisco Bay	196	260	235	305	20%	65	33.2%	72	36.7%	187	48	70
South Florida	144	189	245	296	70%	33	22.9%	116	80.6%	199	46	51
Sunshine	193	230	215	248	11%	47	24.4%	48	24.9%	178	37	33
Toronto	133	166	128	160	-4%	26	19.5%	32	24.1%	94	34	32
United Kingdom	77	83	92	101	19%	18	23.4%	30	39.0%	78	14	9
Washington DC Metro	227	364	238	355	5%	47	20.7%	55	24.2%	174	64	117
Atlantic Canada Region	3	3	1	1	-67%	2	66.7%	0	0.0%	1	0	0
Cincinnati Region	33	65	35	90	6%	0	2.0%	1	3.0%	35	0	55
Hawaii Region	12	16	16	20	33%	0	0.0%	0	0.0%	14	2	4
Memphis/Mid-South Region	0	0	23	47	100%					21	2	24
New England Region	108	131	119	136	10%	13	12.0%	18	16.7%	93	26	17
North Carolina Region	72	113	75	110	4%	7	9.7%	8	11.1%	54	21	35
Orange County Region	90	128	86	118	-4%	9	10.0%	5	5.6%	61	25	32
Pittsburgh Region	37	52	36	49	-3%	3	8.1%	3	8.1%	31	5	13
Regional Members	60	67	44	47	-27%	12	20.0%	3	5.0%	40	4	3
San Diego Region	11	11	8	8	-27%	2	18.2%	0	0.0%	7	1	0
South Carolina Region	19	19	20	23	5%	1	5.3%	0	0.0%	17	3	3
Vancouver Region	64	144	94	165	47%	3	4.7%	3	4.7%	55	39	71
edited 30-October-2017	3970	5703	4660	6282	17%	837	21.1%	1204	25.8%	3506	1154	1622

### REGIONAL MEMBERSHIP

Regional Areas	2017	2016	2015	2014
Alabama	1	1	1	2
Arkansas	1	1	1	1
Asia/Pacific	3	4		
Australia	1	2		
Caribbean Region	1	1	0	
India	1	1	1	0
Indiana	8	10	3	
Kansas	4	3	3	6
Regional Areas	2017	2016	2015	2014
Louisiana	0	1		
Michigan	10	9	11	11
Missouri/St. Louis	4	5	3	4
Ohio	2	3		
Oklahoma	5	3	5	7
Spain	0	1		
Utah	3	3	0	0
Virginia	2	3		

## NEWH CONFERENCES

### RON MCDANIEL

#### Job Purpose

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

Although Leadership Conference 2019 is over a year away.....we have started charting our course.

- Tag Line developed for branding of LC 2019 – Chart Your Course
- Sponsor dollars committed to date – approximately \$80,000
- Establishing milestone dates for LC committee
- Setting realistic goals

- Involvement of ALL chapters and regional groups
- Developing marketing protocol for LC at all levels and at various NEWH and industry events
- Researching key note speakers and panelists
- Promoting LC 2019 during BDNY and upcoming industry expectations

## DIGITAL MARKETING

### WILLIAM STUART

#### Job Purpose

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

No goals or report were submitted in 2017.

## VP/INTERNATIONAL RELATIONS – CANADA

### CHRISTINE TUCKER

#### Job Purpose

- Develop and facilitate a program that expands the NEWH Canada, Inc. and NEWH Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc. within Canada and other International opportunities.

#### 2017 GOALS

- Partner with Host Milan to expand our visibility and we look forward to participating in the Host Milan Show Oct 2017, invited several designers, architects and purchasers to participate in Milano HOST Show. Allowed 40 NEWH Participants, but not all approved decide to participate in the show. Will be able to offer update at meeting as report done in advance of the show.
- NEWH in Vancouver; B.C. Regional Group is continuing with strength and offering impressive programming to the Hospitality Community in Vancouver. The experienced board continues to offer excellent programming and embracing and involving the local community.
- Promote growth in Vancouver membership to work towards a Chapter Designation and Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH. Explore and encourage new Regional Groups in other areas of Canada. Continue to pursue interest in and keep a look out for leadership in other areas of Canada for 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.

Continued growth with other associations in Canada to expand our membership base.

#### STEPS TO ACHIEVE GOALS

- Working with committee members in Vancouver Regional Group and Committees – Extremely pleased with growth and dedication from current Regional Members.
- Currently partnered with HOST Milan on an International level with Milan, USA and Canada. Working with HOST on preapproved guest list for candidates for NEWH guests to the show as part of NEWH Contingency Oct 2017.
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Continue to work with interested individuals in Halifax, Winnipeg, Calgary and Edmonton to see if have enough interested and committed to start Regional Groups. Currently not enough to support Regional Groups in these areas.
- 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.

#### 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.

## VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

### JONATHAN YOUNG

#### Job Purpose

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

SEE REPORT UNDER CHAPTERS/UNITED KINGDOM

## PAST PRESIDENT

### JULIA MARKS

#### Job Purpose

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

#### 2017 Goals

- Support our President, Trisha Poole and preside as the nominations chair for the International Board of Directors.
  - Thank you all for submitting your nominations and congratulations to the 2018/2019 Executive Committee. It's a great honor to serve on the EC as a voice for NEWH within the industry. You all have shown a great commitment to furthering the mission of NEWH. Thank you for your service to our board!
- Support the NEWH Inc. Board of Directors and NEWH committees on all initiatives.
  - As always, I am available to help any chapter or

international board member. Feel free to reach out with questions, concerns or to share what's happening

- Be an active advocate of NEWH through all possible industry networking opportunities such as trade shows etc.

#### Steps to Achieve Goals

- Offer support and guidance to all NEWH Inc Board and Chapter Board Directors
  - Act in an advisory capacity on all Committees
  - Act in an advisory capacity to the President or as the By-Laws provide
  - Assist other International Board Members

## EXECUTIVE ADVISOR

### HELEN REED

#### Job Purpose

- To provide counsel to 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 the mission

#### 2017 GOALS

- 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.
- To assist in the preparation of the annual strategy plan for the organization.
- Provide assistant with the President with any items that may be required.
- Increase awareness of NEWH, Inc., on Instagram and establish standards for NEWH and chapters on the platform
- Develop Instagram and Social Media Standards for the Organization
- Develop accountability guidelines for EC, IBOD and Chapter Boards
- Develop Standards for NEWH Foundation and Endowments

#### STEPS TO ACHIEVE THESE GOALS

- Stay informed and continue my engagement with the activities, goals of the Board and the chapters.
- Attend regularly held conference calls with the EC as well as attend strategic planning session at Milliken.
- Attend Board of Directors meetings as scheduled throughout the year.
- Work with President, Past President and other members or the

EC on behalf of the organization with succession planning and overall planning for the organization and its growth in the hospitality industry.

- Instagram: Instagram standards have been developed and currently we are working with the chapters get their accounts set up and review any questions that might come up regarding use. NEWH Inc. calendar for Instagram has been set for regular occurring post that will bring awareness to the Organization and educates not only our members but also people outside of our organization about our mission, membership and events.
- Accountability: I have met with two Executive Directors regarding how they handle board accountability for non-profit, volunteer boards. Will provide a report the EC in the Fall of 2017.
- NEWH Fellowship Membership- Have completed the guidelines with Leigh Mitchell and Fernando Diaz for the nomination process and submission guidelines for the Fellowship Membership that will be launched in 2018

## NEWH AMBASSADORS

### MICHELLE FINN/ JORDAN MCINTURF/ELIZABETH MOORE/STACY RAUEN/MICHAEL SMITH

#### Job Purpose

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

NO GOALS SUBMITTED

Jena Seibel/Susan Huntington/Diane Federwitz/Nicole Crawford/Julie Hartmann/Kathy Coughlin/Brenda Brown

## 2018 BOARDS

### Do you have OPEN Board Positions?

- As you fill any open board positions (voting and chair positions), be sure to vote them in at your 2018 January board meeting and record in minutes (but invite them now to your remaining 2017 board meetings for easy transition).
- Email [julie.hartmann@NEWH.org](mailto:julie.hartmann@NEWH.org) at the INC office to update their member record.

**Mandatory Discipline Calls** – Remind ALL board directors to participate in the mandatory discipline conference call for their respective position. These calls take place in November and December prior to the New Year. Board members must participate in order to serve on the Chapter Board of Directors.

**Ensure a Smooth Transition into 2018** – include those new 2018 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.

**Succession Planning** – the Chapter Board nomination process is complete!! 2018 Board Announcements have been sent out and we are looking forward to a Great Year. We had a record number this year turn out for nominating and voting, plus we had some members respond to the Announcement where there are open spots on a Board. Many Thanks to your membership for stepping up and taking an active role. There are some Chapters that have open spots in key position so please keep on the lookout for upcoming board members! As members reach out to serve, help them select the perfect spot on your boards. We appreciate all that hard work that goes into the whole process from start to finish.

### *Job Well Done!*

**In house Board Training** - Chapters due for in-house board training have been notified and most dates are scheduled. All others can request a two-hour webinar with their chapter boards covering board positions, NEWH Mission, Who we are, calendar, by contacting [jena.seibel@newh.org](mailto:jena.seibel@newh.org)

**Chapter Business Plan** – The business plan has been modified and is much easier to follow/understand as a basic roadmap for your chapter as you plan for next year. Use this in your strategic planning meetings.

**Chapter Budget** – Start putting 2018 budget together now in order to approve at your first board meeting in January. If there is not an approved budget in place, all expenses must be voted upon until the budget is approved. Remember, it is not up to just a few board members to create your budget, each director should be turning in their budget according to their discipline to the chapter treasurer who then includes in master budget.

### Leadership Conference 2019

Chapter Boards should discuss budget for flights and registration cost of the 2019 Leadership Conference to be expensed in 2018 and include in budget. Questions please contact the NEWH, Inc. office.

## MEMBERSHIP

**Dues Renewals** – 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!

**Membership Drives** – Each chapter should plan to have one membership drive annually. If you are offering a discount membership as incentive to join, please remember that it only applies to new members, it does not apply to renewals or past members. We will verify eligibility in NEWH office. Please be sure to have your new member fill out an application including payment information and send to Kathy within a couple days of the event. When setting a discount, keep in mind that with discounted memberships, as with all memberships, NEWH, Inc. portion is \$75.

**Attracting New Members / Retaining Members** – As you start planning your 2017 event calendar, make your events inviting and intriguing to members and potential members to attend. Everything revolves around programming. If your programs are content rich, people will want to attend. Not sure what members are looking for? Conduct a member interest survey and ask your members what they would come to and what would make them join (contact Diane at the NEWH, Inc. office to set this up). Another great resource is to participate in the quarterly conference calls for your discipline to find out what others chapters have had success with as well as read chapter reports in the board packet.

**Member Approvals** – New members are anxious to know that they are approved and look forward to being involved so please continue to approve them within 30 days and let Kathy know of the approval, and please welcome them within a few days of approval. To ensure timely approvals, anything over 30 days will be reviewed and approved by Shelia.

### New Membership categories – Business + and Chapter Level

**Business – Top Tier:** We have received several memberships and inquiries into these new business memberships. Business + is a great option for companies with people all across the country. Please see the website link for the cost and benefits - <http://newh.org/business-membership/>

## EVENTS

**Event Calendar** – as you set your 2018 calendar, forward your dates to Diane in the NEWH Office to put on your chapter calendar. Many individuals look at the online master calendar when deciding on business travel dates and plan accordingly so they can attend another chapter's event, have that information available to them.

**Planning your 2018 Events** – To avoid board burnout, focus on a few high quality events instead of many events. Fill in the other months with simple sundowners or no host/no sponsorship networking events at local establishment that perhaps were newly renovated - see if they will offer tours.

**Holiday Events** – as your chapter/region is planning holiday events, please remember that NEWH is not in the business of throwing parties. If you are planning a 'gala' or 'black-tie' event with a high ticket price, your event will be slated as a fundraiser and will be expected to bring in 25-40% net proceeds from the event. If you are planning a program with a moderate ticket price (\$30-\$40) be sure your event has a programming aspect to it (tour, panel discussion, speaker, etc.). Networking holiday events are fine but should be planned as such - no-host bar and/or low

(\$10-20) ticket price and no/low sponsorships to cover appetizers.

**Corporate Partner banner** – A 2018 corporate partner banner will be sent to the President in January and should be at all events. Remember to thank partners as well as individual event sponsors. Slides are available of the partner logos to incorporate into event sponsor power points running at events. Request through Diane.

**Sponsorships** - Companies are now doing their budgets for 2018; therefore, it's a great idea to get notification of your 2018 events out to potential sponsors so they can request sponsor dollars for your events. Even if you don't have dates confirmed but know what kind of events you may be hosting put a brief event/ calendar together or at least information on your large fundraiser to get in their budget.

**Do you know someone not receiving emails?** Let Diane know – she can track the individual email address to be sure it has not bounce or been unsubscribed.

**2018 Regional Tradeshows** – the schedule is as follows: Houston, TX - January 18, 2018. Atlanta, GA – March 15, 2018. Bethesda/DC – April 12, 2018. London – June 2018. Pittsburg, PA – Fall 2018 (date to be announced). Dallas, TX – Fall 2018 (date to be announced).

## SCHOLARSHIP

**Scholarship applications:** Students may apply online or submit a PDF application by mail or email for NEWH Chapter scholarships. Chapters select when to distribute, collect and award annual scholarships. Connect with students and colleges to determine promotion and deadline dates. Update your college list annually to ensure scholarship announcements are communicated appropriately. Ask vendors who travel to make school visits, meet with student groups or drop off flyers.

**Recruit committee members:** Form a scholarship committee to assist with updating college contacts, school visits and reviewing applications.

**Students are our future:** Students and full-time educational professionals can join NEWH for FREE! Students may apply for NEWH Chapter scholarships and NEWH, Inc. scholarships. Find student representatives to serve as liaisons to colleges in your territory to promote scholarship, membership, chapter events and mentoring to student groups and educators. Engage past recipients to serve on the board or a committee.

**Awarding scholarships:** Awarded scholarship funds must be made payable to the students' college and mailed directly to the college (never to the student). Ensure applicants have applicable debt through their college for tuition or program approved books/supplies; if this is not clear verify details with the student prior to awarding. Fundraising dollars raised this year will be applied to the following year's scholarships. Awarded scholarships should not exceed 50% of the scholarship account. Submit your Scholarship Check and Report Form to NEWH, Inc. office within 30-days of selecting your winners.

**Is the NEWH mission in what you do?** Utilize the NEWH Scholarship Stories, Opening Doors video, tell our story, make NEWH's mission of scholarship and education well known. Explain to attendees/membership why you volunteer, why you raise money, it's about scholarship and education. Keep the stories coming, students can submit a selfie or street video explaining their involvement with NEWH and scholarship story. Invite students to speak, present, or have a special part in all of your events. At your event check in table have a small sign listing your latest scholarship recipients.

**NEWH Leadership Conference-2019:** Chapters may send up to 2

students/past recipients to Leadership Conference; chapter Admin or Scholarship funds may be used to pay for student travel, lodging and conference pass – expenses must be voted on and placed into chapter budget. This is an amazing opportunity for a student to further their connection and understanding of NEWH.

## WEBSITE/SOCIAL MEDIA

**Please review your chapter pages on the website.** Your chapter 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! Visit your pages often to make 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.

### Social Media Update:

**Facebook:** Each chapter has their own Facebook page set up by NEWH Inc. that is linked to the NEWH Twitter account. When you post on FB, it is automatically tweeted. Please be proactive and keep your FB current with chapter happenings. If you'd like to add an admin person, contact the Inc. office.

**Instagram:** If your chapter has an Instagram account, let Diane know your account name/password. She can add the Instagram link to the bottom of your email broadcasts. Please see the board resources/marketing section for updated Instagram guidelines.

**LinkedIn:** Chapters can establish their own LinkedIn account. Please send admin access to NEWH, Inc. office to have on file in an event the chapter admin is unavailable/unreachable.

**Twitter:** NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted.

## FINANCE

### California United Bank

- EFT transfers are done to reimburse for membership dues quarterly.
- EFT event reimbursements within 30 days of the event.
- 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).
- CUNB Bank statements (for the previous month) are delivered to the Inc office via USPS and typically arrive around the 2nd week of each month. They are then scanned and emailed to the Chapter's Board.

### GoPayment Readers

- Guarantees receipt of funds right at the event.
- Custom items, including descriptions and amount, can be added for a more efficient transaction processing. Contact Susan Huntington for assistance.
- Chapters can run credit cards for many receipts including sponsorships, silent auction, raffle, door ticket sales. (Please do not use Go Payment for processing membership dues – new or renewal. Membership dues should be sent to Kathy)
  - Very important to fill in **BOTH memo fields** – alleviates unidentified funds and will help the purchaser identify what the charge was for.

### QuickBooks Online

2018 training including Chapter President and Treasurer will be

underway soon. Watch for an email from Susan Huntington.

#### Checks

- All checks written by the Chapter **MUST** be entered into QuickBooks Online immediately to help maintain accurate account balances.
- Both memo fields need to be completed – One completes the check's information, the other is for reporting purposes.

#### Deposits

- Sending the deposit to NEWH, Inc., NO CASH should be sent. We suggest having 2 people count the money and either write out a personal check or get a cashier's check.
- When mailing a deposit directly to the bank, make copies of all checks being deposited for backup – enter into QuickBooks Online immediately.

#### NEWH, Inc. Acting as Chapter Treasurer

- All Chapter Events must have an online RSVP.
- All check remittance must come to the NEWH, Inc. office for deposit in a timely manner to avoid stale dated checks from being returned to us.

#### Chapter Statement & Financial Reports

- Accounting is Cash Basis (fiscal year).
- Bank statements are scanned and emailed to whole Chapter Board monthly (NEWH, Inc. receives them mid-month).
- Financial reports are emailed to the entire Chapter Board after the monthly statement has been reconciled.

#### Chapter Budgets

- Regularly compare your budgetary figures to your actual financial activities. Remember – the Chapter's financial status is not the sole responsibility of the Treasurer, but the entire Chapter Board.
- Monitoring the budget will keep you financially stable. These

figures should sync with all event budgets.

#### Miscellaneous

- NEWH, Inc. holds a Chapter credit card which can be utilized by all Chapters to make down payments, pay invoices, etc. (Request should be made **5 days** prior to the date due). Please contact Susan Huntington. Individual Chapters may not have their own credit or debit card.
- If NEWH, Inc. is processing credit card payments on the Chapter's behalf, send to Inc immediately to ensure financial commitments are met.
- Results of Activity Reports (Programming and Fundraising Events): **Must** be completed and sent to Susan Huntington within 45 days post event date.

#### 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 – Susan Huntington or Julie Hartmann
- Secretary – Kathy Coughlin
- Membership – Diane Federwitz or Kathy Coughlin
- Scholarship/Education – Nicole Crawford
- Programming/Fundraising – Diane Federwitz; Event RSVPs – Julie Hartmann
- Regional Tradeshows/Corporate Partners – Jena Seibel or Brenda Brown
- Sustainability – Nicole Crawford
- Website/Newsletters – Diane Federwitz
- Other questions – just call, we would be glad to help

## CHAPTER REPORTS

### ARIZONA

Michelle Purcell, Delegate

*chartered May 5, 1995*

#### MEMBERSHIP - Rachel Volk

The chapter has 141 members which is a record high. We plan to promote the chapter at NEWH Honors and Christmas for the Troops to drive new memberships. 2018 membership drive is in the planning.

#### PROGRAMMING

The Arizona Chapter 2018 Calendar:

- January - Board Dinner
- February - Membership Event/ Hotel tour
- March - Happy hour for sponsorship for Dining Under the Stars
- April - Dining Under the Stars Fundraiser
- May - HD Sundowner
- June -
- July - Philanthropy Event
- August - Sundowner
- September - Student Event
- October - Supper club
- November - Christmas for the Troops charity event
- December - Honors

#### SCHOLARSHIP - Joni Beals

This fall 2017 has been really successful we had a student event at Best Western where 5 different schools in the valley participated in sending each a student. Hopeful to grow the Best Western event for next year.

Met with Grand Canyon University in developing a relationship with their Restaurant Hotel Management directors and even participating in a school event to promote NEWH with the students.

#### FUNDRAISING - Laura Carlson

Filled a new position on the board, I have enjoyed seeing the fundraising events come together, and the chapter grow! Great

group of people.

Moving forward, things I will strive to make more efficient:

Timing to close events: meaning meeting the budget set up for the event 1 week before event, not day of; and reporting back to INC in a timely manner

Fundraising events becoming more robust-with reach and more profitable for our chapter. Getting more variety of sponsorships and folks other than vendors to support each event.

Personally, I would like to mentor with Vegas fundraising-find some tricks of what they have found work on a more consistent basis.

Update on Wine and Dine:

First committee meeting Friday, Oct. 27th. Call for Committee will go out tomorrow or Monday. Joni and Laura met after GCU event, developed a plan for first committee meeting. Laura to start setting budget, Joni to begin pulling student packet together to go out to schools.

Our ideal team count is 5 participating culinary schools. The location has been determined, no charge.

Budgets are being set.

Further updates to come after first committee meeting.

#### OTHER CHAPTER HIGHLIGHTS

After a look at programming of Honors we decided to scale back and proceed with the event. Many great responses from vendors and design firms on Honors. Excited for our first Honors program.

#### ISSUES CHAPTER WOULD LIKE HELP WITH

We still haven't received business cards. **Staff note: Sir Speedy had an issue with receiving orders on their system back in the spring. It has been rectified, but if you place an order with them, please let the Inc. Office know so we can confirm that Sir Speedy received.**

### ATLANTA

Jennifer Wellman, delegate

*chartered May 5, 1995*

#### SCHOLARSHIP AND EDUCATION, TOP ID

The scholarship application deadline is October 13<sup>th</sup>. As of now we have received 9 applications, but Hurricane Irma slowed down the process since the start of school was delayed. We currently have our application meeting set for October 21<sup>st</sup> where we will decide this year's recipients. Our Awards Gala featuring Scholarship and Top ID is December 7<sup>th</sup>.

The 2018 TOP ID recipients will be Design Directions, Design Continuum, and Sims Patrick.

The 2017 NEWH Atlanta Student Portfolio Review at Herman Miller was a huge success. For the first time we incorporated three different hospitality disciplines; Interior Design, hospitality Management and Culinary. Eight mentors with a variety of backgrounds and industry experience mentoring about twenty students from six colleges. The night started off with networking and d'oeuvres then moved into an hour of professionals reviewing portfolios, resumes and building relationships. The highlight of the evening was a panel discussion from all of the professionals about trends in their industry, professional development and a Q&A from the audience.

#### MEMBERSHIP

Penny Shelton will be taking over our membership efforts in 2018. We are currently at 587 members in Atlanta up from 564 last year. We started the year off determined to have membership represented at each event, and Penny and I were successful in getting the word out to any new faces we saw at these events. Whether thru mingling or at a table set up, membership was available for sign-up, questions and to welcome.

We have had an a particularly large group of new students this year, and obviously we attribute that to the scholarship & portfolio review teams.

We hosted a Members-only event, and while weather hindered our turn-out, we actually had new members join just so they could participate!

We will continue with our traditional gala membership drive in December, but will also promote via the next few remaining events.

#### MARKETING

Megan May will be moving from Publishing Chair to Membership Director

#### PROGRAMMING

Bridget Vogelhuber will take on Secretary next year and Amy

Parry will be stepping into the position for 2018. We are currently finishing up the year with our community service sandwich making event which will be November 16<sup>th</sup>.

**FUNDRAISING**

**CHICAGO**

Jen Conley & Anne Scherer, Delegates

**MEMBERSHIP**

We held a new members welcome event in June. It was open to new members from the past year. We also had some members of the board in attendance to mingle and talk to newcomers about NEWH and how to get involved. There were 29 attendees. We received some good and positive feedback from people in attendance that it was so nice to meet and talk to people in a small intimate setting. Some of our fundraisers can have over 200 people at them which can be intimidating to newcomers. Our new members welcome event was a great event to allow our new members to meet one another in a smaller setting and hopefully recognize a few faces when they go to attend our other programming and fundraising events throughout the year.

Since April we have had 62 new members join our chapter.

**PROGRAMMING**

We have our next hotel tour set for October 26<sup>th</sup> at the new Hyatt Corporate office. Looking forward to showing people around the brand-new high-rise building in downtown Chicago. Will have designers and representatives from Hyatt, Gensler and Power Construction presenting at the tour.

**SCHOLARSHIP**

We recently had our scholarship reviews and are happy to announce that we are looking to award \$45,000. This amount will be divided between 10 applicants, ranging from Pastry Chefs, to Interior Designers, to Hospitality Management. The schools that the students are attending are the following: Cuyahoga

We hosted our 2017 golf fundraiser on October 2<sup>nd</sup>. We had 22 teams participate and project a 40% profit. We also have our gala coming up on December 7<sup>th</sup>. Our current event model projects a 30% profit.

*chartered August 12, 1991*

Community College, Ivy Tech Community College, University of Cincinnati, Kendall College, Michigan State University, Columbia College, Robert Morris University, and Roosevelt University.

**FUNDRAISING**

Our summer fundraiser, Summer Social, was held on August 17<sup>th</sup>. The event had 187 attendees and we raised over \$12,000 for scholarship funding. We held the event at a new rooftop event space in Chicago called Morgan's on Fulton.

Planning is underway for our Masquerade Ball which will be held on November 16<sup>th</sup>. It's our first time holding a masquerade event and we are all very excited. We are making a change from our previous fall fundraiser called Bootleggers. We are trying different levels with our sponsorships for this event and will see how vendors respond. We are also trying to differentiate the event from our other big fundraisers by making it a masquerade ball. We are thrilled to have a GIF booth, live music, a signature cocktail as well as one sponsorship level will have a custom vendor showcase space where the vendor can display their latest products and innovations for all to see at the event. The Masquerade Ball will be our event where we announce our TOP ID firms for the year as well as our scholarship winners.

**MISC.**

We have submitted to National our top 3 picks for Chicago's Top ID. The nominees are: Simeone Deary, The Gettys Group, and Aria Group Architects.

**CINCINATTI**

Kelly Gaddes, Steering Committee Chair

**NO REPORTS PROVIDED IN 2017**

**DALLAS**

Jodi Johnson & Elissa Murry, delegates

The NEWH Dallas chapter has been off to a wonderful start of the year. Our Scholarship Dinner was a great success and our fundraiser Life of Design is coming up next week. We are looking forward to a great ending of the year 2017!

**MEMBERSHIP**

- The Membership Director and Chair has been focusing not only on increasing our general membership, but has already increased our Business Chapter level. The goal is to begin approaching design firms and showrooms to take advantage of this level. The committee has put together a list of advantages to share when speaking with potential Business Chapter level member on benefits. The new Business PLUS Level that was introduced at our HD Vegas meeting has proven to be a huge benefit as we have several firms join under that membership that were not before!!
- Revamping the Board Buddy system as our membership has grown. The Membership director and chair are responsible for a personal email welcoming any new members with a friendly greeting and an attachment of our events calendar. New members are announced at board meetings and all board members are asked to reach out at events to greet our new members!
- We still maintain a very strong presence at the universities in our territory and continually are pleased to see an increase in

*chartered August 12, 1991*

our student level memberships We have a plan in place to visit universities once again and promote the value of our membership as well as promote our scholarship opportunities. We have a great system in place where students can attend a few of our events for free in exchange for them volunteering (check-in, clean-up, etc.). This is a great way for the students to meet many new faces!

- The third annual Membership Golf Drive was held on March 21<sup>st</sup> and was yet again, a huge success. All 24 bays sold out in less than a week. From the membership drive, our chapter has 24 new members that will be voted in at our April board meeting. There was a total of 160 attendees present.



**PROGRAMMING**

- The Director and Chair have put forth a very complete and aggressive programming schedule for 2017 that has been very successful. With the separation of our Scholarship Dinner and Life of Design event, Programming was able to drop one

of their events and really focus on making the other 5 events something special. They have come up with several new "surprise elements" that are sure to entice attendance.

- Our programming events will still try to include some sort of "giving back" opportunity. Whether it be a school supplies drive, can food drive, or Toys for Tots are our holiday party.
- Our programming events continue to struggle with a need for a heavier designer presence. Have discussed the options amongst board members. We offer one of our events as a CEU, which draws a lot of designers, but not the rest of the year. What are other chapters doing? \*Since the last report, we do feel like we are getting more and more designers to come. We think because we pushed back the time 30 minutes, designers are able to attend. Not sure if it was having to rush after work, or having to leave work early that was hindering designers, but we seem to have more!
- We met our goal of doing our first event of the year as a combined event with our Dallas IIDA chapter. It was a HUGE success. We had a fantastic tour of the Lorenzo hotel and had 72 attendees. Tickets were free for members and \$40 for non-members. \*Hoping to have something once a year with IIDA\*



### SCHOLARSHIP

- Applications were reviewed by our committee on March 27<sup>th</sup> to select who is all coming in for a personal interview. In total we had 15 applicants and about 10 made it to the reading review. We were excited to award large sums of money to the top four candidates.
- The night of the dinner, May 18<sup>th</sup>, was filled with excitement! Not only did our top scholarship recipient speak, but our three firms for Top ID were also recognized. The Turner Duncan scholarship was also announced at this dinner. The venue accommodated approximately 200 NEWH members and non-members. The Director and Chair wanted to keep this event as small and intimate as possible to make the best impact for the scholarship recipients, as it was a success.
- The Director and Chair established dates for deadlines of applications, reading of the essays, and personal interviews of potential candidates. All of these steps were completed at the end of April in order for recipients to receive their scholarships and to be acknowledged at the dinner on May 18<sup>th</sup>. The scholarship committee was formed with both veterans and new board members.
- The amount of scholarship funds was recommended by the Director and Chair and voted on during our April meeting. The Dallas chapter continues to have a very healthy scholarship budget and offered a total of \$32,000 this year.



### FUNDRAISING

- Revamping the event and going back to having a separate fundraising event. This means no sit down dinner or awards-meaning more time to raise money! Deciding to separate the event is due to feedback we have received. Guests were asking for more time network with their peers and bid on auction items. When the dinner was part of the night, it cut that time down significantly.
- The Director and Chair are already off to a great start this early in the year! Venue has been booked and date is set for Friday Oct. 13<sup>th</sup>, 2017. Haunted Hollywood theme- COSTUME PARTY!!
- Due to the success of the silent auction last year, we will be repeating it. The committee has done a fantastic job finding a mix of smaller and larger ticket items. From Kendra Scott jewelry to HAMILTON tickets the weekend of BDNY!
- We made approx. \$13,000 in the auction alone last year Goal is to surpass that this year!
- To date (10/5/17) we have sold out of all our sponsorship levels with the exception of 1 \$1500 level. We raised individual tickets prices on Oct 1 to try and make a little extra there.



### MENTORING (E3)

- The E3 Mentoring program which the Dallas chapter started last summer will be came to an end this July. There was a creative charrette to build the Dallas skyline for all of the mentees and mentors to enjoy one last night together before the new year of mentoring began. It was a great success and mentors/mentees have continued to keep in touch after the program has been completed, which is so amazing and there are photos below.
- Again this year in June we held a second year of the E3 Mentoring program. This group of Mentors who have showed promise as leaders in the hospitality community, selected by Board Members, are mentoring 2-3 junior level mentees. The Mentors and Mentees make up a range of owners, designers, purchasing agents and architects as you will see in the photos below.
- This year E3 hosted a student component as well to create an opportunity for hospitality leaders to mentor approximate 2-3 students from our universities who show interest in our growing industry. We had approx. 15 students attend and they as well have been in continued contact with the mentors they meet.



### LAST BUT NOT LEAST

The NEWH Dallas Chapter will be celebrating another great year in 2017! With the guidance from INC and the amazing commitment of the local Board Members, the Dallas chapter has evolved into what it is today. Our chapter has had great leaders over the past years and we are happy to have young fresh blood on the board this year to help push us to be even greater in the future. Our Dallas hospitality community is fortunate to be comprised of past, present, and future members of NEWH who continue to participate in all

## HOUSTON

Toby Artman & Leena Nacy, Delegates

*chartered February 17, 1992*

### MEMBERSHIP

- Total of 207 members right now.
  - 54- Associate
  - 8- Chapter Business Courtesy
  - 6- Chapter Business
  - 4- Chapter Level Business
  - 4- Corporate Partners
  - 15- Educational Professionals
  - 48- General
  - 68- Students

We had a trivia night June 20th at The Black Labrador and it was a success. We got 3 new members from it. Everyone loved the trivia night idea and had a great time, we defiantly will be doing that again. We try to keep our events at new and up to date places for our members to keep their interest in coming to our monthly events. Our membership drive is always a free event where we raffle off a free membership for any new member wanting to sign up for the organization.

### PROGRAMMING

- August 29th, Tuesday - NEWH Student Day
- September, - (OPEN)
- October 3rd, Tuesday - Restaurant Tour (Grotto)
- November 1st, Wednesday - Scholarship/ Fundraising Gala
- December 6th, Wednesday - Community Service Event

Tuesday August 29 we'll be hosting our third annual student day event. Over forty attendees are registered as of 08.22.17. This is one of our most successful programming events of the year. Vendors as well as design firms look forward to participating every year. It's been a great tool to increase student membership and scholarship applications.

### SCHOLARSHIP

- We are planning to combine the scholarship and fundraiser to make one big event to raise money as well as award the new

2017 scholarship winners. For the 2017 winners we will be giving out \$20,000.00. Overall, this event has been very successful. We have seen increased profit from year to year and expect the same in 2017. Programming for the dinner is progressing smoothly. Keynote speaker, for this event is undecided.

### FUNDRAISING

- This year we will be combining our Fundraiser and Scholarship events with hopes to bring in more money for the chapter and for the students. Doing this will hopefully put less stress on our sponsors, as well as create one big event for our members to look forward too. We will also present the Top ID 2017 winners with their award at this event as well. Our goal is to exceed last year's attendance + profit.

### OTHER CHAPTER HIGHLIGHTS

- Working on getting previous scholarship winners to submit a video about their story and how NEWH has helped them and their career.
- Our first food drive event last year was so successful, we have hopes to double our donations this year and have even more participants.

### ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

- Working with nationals and other chapter's successes to ensure our 2018 tradeshow will be successful.
- Developing strategies to increase our membership and retaining members.
- Trying to get our pricing for events in line and streamlined for members vs. nonmembers.
- Work with Nationals to bring the Women in Business panel event to our Houston Chapter.

Ensuring smooth transition for new incoming 2018 board members. We expect the need to host another board training being that there will be several new incoming board members.

## LAS VEGAS

Heather Lloyd, delegate

*chartered March 26, 1991*

### MEMBERSHIP

- As of Oct 2017 we have 252 members, 11 Chapter Level Business, 83 students
- We are excited to report that our Chapter board members/directors are more diverse than ever and include designers, purchasing agents, ownership, students and vendors. This is a wonderful growth and energy for the board and involvement in our chapter.

### PROGRAMMING

- Board members are assisting in "marketing"/spreading the word about events on a consistent basis to increase interest/attendance!
- We have begun requesting sponsorships for all events including Thirsty Thursdays, which have been successful thus far.
- Finding hot new venues to showcase and tour is helping increase attendance.
- We have dates pre-planned for the year to assist in providing ample notice to attendees and increase turn-out.

### SCHOLARSHIP

- 7 scholarships were awarded for 2017.
- We received 15 applications
  - (3) Culinary
  - (3) Hospitality/Hotel Administration/Management
  - (9) Interior Architecture Design/Architecture
- As of Sept. 2017 have \$109,642.04 remaining in our scholarship account.
- Goal for 2018: Post scholarship information in all the school advising centers and main offices for more exposure & make it to more class rooms at UNLV and Art Institute for quick presentations. Visit the schools more then 2-3 times a week to interact with the students.
- We will honor 2017 scholarship recipients at the Hospy Awards. We will have the recipients give a short speech. We believe this will be a great way to honor the students among our members during the event and potentially assist in generating more scholarship donations.

## FUNDRAISING

- We hosted a successful GLAMPING event in June with over 260 attendees. This was a massive growth from our 2nd annual Glamping of 200 people in 2016 and great start to growing the event and fundraising for 2019. 6 design teams created competition chateau designs which were assembled at event and utilized in weekend activities. Winners of the competition were announced at the Glamping Starlight BBQ dinner at the event. Wynn Hotel won with a beautiful Wedding chapel chateau. We cleared over \$36,000 for the event.
- We will be holding the HOSPYS awards in 2018 and skip this year for Glamping. We are going to switch off each year between the two events as our big fundraiser. 2015 was our lowest gross profit year. \$1,433.90 net proceeds were raised.
- Fundraising income \$128,995 and expense was \$127,521. We are looking to change up the venue for 2018 to give it a fresh feel. We are hopeful with skipping the HOSPY awards last year and changing up the venue it will be a big success.
- 2015 was our first launch of Owner's Round Table event

hosted the morning of the Hospy Awards. Ticket sales are in addition to the Hospy awards enabling us to generate additional sponsorships and revenue. The round table was successful 2015 and gaining great momentum for 2018!

- We have been requesting sponsorships for every program event so the event costs are covered.

## ISSUES CHAPTER WOULD LIKE HELP WITH

Continued branding from National to end-users, so there is awareness of who/what NEWH is.

## LOS ANGELES

Tammy Adams, Brandon Brockmiller & Michelle Bass, Delegates

*founded October 1984*

### MEMBERSHIP

We're currently at 245 general members and 53 student members, giving us a total of 298. We currently have 12-chapter level businesses in the LA chapter as well! We've added 58 new general members

### PROGRAMMING

We kicked off the year with a successful January "Head Shot" event at Phillip Jeffries and Holly Hunt Fabrics showroom in West Hollywood. We had a great sustainability CEU @ the DLR group office. Big turnout, amazing office space and we all learned a lot. We had our annual Paint Party where we all learned marbling, and the annual Bowling Membership drive that everyone enjoys. Next year we hope to occupy the entire bowling alley. We gave out the Top ID design award to the firms that won this award, they are: Gensler, KNA, and Rodrigo Vargas Design. We hosted a Design Panel with the winners and we are auctioning time with the winners as part of the Gala in October. November is Dark and then we will be closing the year with the Annual Yearend Holiday Bash. (an ugly sweater -type party)

### SCHOLARSHIP

We received application from 16 students – we chose 7 winners. We are giving away 1 \$10K scholarship and 6 students will receive a \$5K scholarship.

### FUNDRAISING

Our 2017 Fundraising Gala will be at The Line Hotel, located in Korea Town Los Angeles, on Oct 14th. We plan on having 200 people attend the event which is themed Pretty in Pink. WE will be giving away \$40,000 in scholarships to 7 students, one student will receive \$10,000. We have some good live auction items such as dates with Gensler and KNA. WE will also be doing raffle giving away gift certificates to the freehand LA, and painted portraits.

### OTHER CHAPTER HIGHLIGHTS

- We have added some dynamic new people to our 2017 board and have continued to add them as we have open positions. Lots of great ideas and they are all making it happen.
- We have a person with strong social media back ground keeping the LA Chapter in the forefront.
- We are finally having interior designers join the board!

### ISSUES CHAPTER WOULD LIKE HELP

- Membership Junior Designers. We need the energy of the younger designers who are the life blood going into the future. We are looking to make it easier for our members to join and grow us into the youthful and vital chapter that we need to be.
- We need younger members and more participation in our monthly events.

## NEW ENGLAND REGION

Tyler Toothaker, Steering Committee Chair

*(originally chartered November 4, 1992)*

**NO REPORTS PROVIDED IN 2017**

## NEW YORK

Morgan Brody & Amanda Tomlinson, delegates

*chartered July 23, 1991*

### MEMBERSHIP

As of October 4, 2017 we have exactly 500 members and 24 Chapter Level Businesses. Over the past 2 years, membership has increased by 100 members.

### PROGRAMMING

We hold Toasty Tuesdays every month where we have a happy hour and hotel tour. They have been very well attended (50-120 people each month), and attendees seem to be happy with the locations. We've seen a range of hotels from a select service DoubleTree to a fully custom, luxury, boutique property, The Whitby. Lucy Chastain the programming chair started sending personal invitations and asking for the invite to be blasted throughout the studio. Hopefully, we will see an increase

in activity. I'm looking forward to next year!

### SCHOLARSHIP

As of end of September, 51 applications have been received and ~\$50,000 will be awarded in October to approximately 6 students. 18 schools are represented in the applications and we received a good amount of student memberships. We plan to hold a scholarship award evening which will create a great networking opportunity for the students.

### FUNDRAISING

Our annual Roundtable Event was held at TAO downtown this year in June along with HD Magazine. The event not only raised over \$30,000 directly into the scholarship fund but had 21 owners from hotels to developers attend. On November 12<sup>th</sup> we

are bringing Product Runway, our biggest fundraiser of the year, with 18 design/vendor teams. It will be held at a new location, Ascent Lounge in Columbus Circle which will feature a photo booth and more prime seating for attendees in a cocktail hour setting. This promises to be a great night and a great event!

**OTHER HIGHLIGHTS**

We have continued to have a great succession plan with our Executive team and added a few other great committee members on all sides of the vendor/designer dynamic to ensure future success in this regard.

**NORTH CAROLINA REGION**

Bess Rosefield Ehmcke, Steering Committee Chair  
**NO REPORTS PROVIDED IN 2017**

**NORTH CENTRAL**

Valentina Castellon & Annette Lucille, delegates

*chartered December 11, 2000*

**PRESIDENT – Westin Hammerstrom**

Your Role

- Individuals I report to: Rebecca Kundysek (Past President), Brittany Johnson (Executive Advisor) and NEWH Inc. Directors and staff
- Individuals that report to me: Valentina Castellon (VP of Development), Jayme Kristch (VP of Admin), and the rest of the North Central board.

Position Goals

- Provide support, guidance and constant communication with the VP of Administrations and Development entire board, executive advisers, and our national directors at NEWH, Inc.

Other Report Items

The past few months have been very busy for our chapter, and I'm happy to report that we had a successful Fundraising event at Brits Pub in August, thanks in large part to our Sponsorship Director Karlee Gangroth and all our event sponsors. At the event we also presented our Top ID awards to the North Central 2016 winners; Cuningham Group Architects, Elness Swenson and Graham Architects, and DLR Group.

On September 14<sup>th</sup> we had our North Central regional tradeshow at the newly renovated Hilton hotel in downtown. The tradeshow was an overall great success, and well attended by many local designers and architects. We had a terrific Women in Business panel discussion with local business owners and operators sharing their success stories, and we also through an after party with live entertainment and Prohibition themed party favors. Now with the year winding down we are looking forward to our upcoming Speed Mentoring event in October, planning our calendar for 2018, and hosting our annual In the Spirit event in December as a thank you to all of our members.

**VICE PRESIDENT OF ADMIN – Jayme Kristch**

Your Role

- Individuals I report to: Westin Hammerstrom (President), Rebecca Kundysek (Past President) and NEWH Inc. Directors and staff
- Individuals that report to me: Lindsay Tomski (Secretary), Webb Hall (Treasurer) and Brandie Adams (Scholarship)

Position Goals

- Provide support, guidance and continue communication with the individuals I oversee above.

Other Report Items

- I've just recently been voted in as the new VP Admin with Annette Lucille's departure. So far I have done one training session with Diane Federwitz and have poked around the NEWH, Inc. Board of Directors website to familiarize myself with all of the forms. She also walked me through my roles and responsibilities and introduced me to some of the NEWH processes. I still have a lot to learn but hope to be caught up to speed soon as I will need to be prepared for the Presidential role next year. I plan on attending the online training sessions in the fall and attending BDNV where I will be able to meet all

of the other Chapter leaders along with the Executive Committee. I'm excited to be a part of a great organization!

**VICE PRESIDENT OF DEVELOPMENT - Valentina Castellon**

Your Role

- Individuals I report to: Westin Hammerstrom, President, NEWH Inc. Directors and staff
- Individuals who report to me: Programming, Fundraising, Web Communications & Publications

Position Goals

- Create new and exciting ways to add value to the events hosted by our local chapter to support scholarships
- Maintaining realistic goals as well as meeting budgetary constraints for events
- Organize all related chair efforts
- Create excitement around what we are doing, what we support and the goal to provide students with scholarships.
- Try to involve new members in the design community that have not been exposed to this organization
- 2017 Trades show- it was a complete success and we had great reviews from vendors and designers alike.

Risk

- Failure to communicate upcoming events with emails not getting through email to list
- Lack of presence for the chapter in the student community

Budget and Financial Responsibilities

- Ensuring we maintain within budget for all events and not "profiting" for Non-profit status

**SCHOLARSHIP - Brandie Adams**

Your Role

- Reporting to President

Position Goals

- To strengthen professional relationships with future talent through programming and supporting student needs.

Current Budget

- \$8,000.00 Scholarship
- \$200 Speed mentoring general costs
- \$750 Student Portfolio

Other Report Items

**Portfolio Event**

We had 75 participants for our Student Portfolio event held February 16<sup>th</sup> held at Atmosphere. We had 3 students submitting entries for our Student Portfolio Competition this year. We had a nice mix of business professionals attending from 4 different schools: Alexandria Technical College, Dunwoody, University of Wisconsin-Stout, and University of Minnesota. We recruited 45 new memberships from this event. We kicked off the event with a key note speaker from ESG who presented the design concept and process of the Hewing Hotel, a new, upscale hotel in Minneapolis. <http://hewinghotel.com/gallery-photos/>  
For the portfolio competition, each of the students presented

to three professionals, giving them the opportunity to show their work and hone presentation skills.

• **Speed Mentoring Event**

Our Speed Mentoring event will be held on Oct. 19th and co-hosted by Fluid Interiors. This event focuses on exposing students to industry professionals on a more individual level. We had had a low turnout last year, and are working to promote this event to the schools and students.

-We made a point to promote our current open enrolment for the Student Scholarship application process.

• **Scholarship**

- Our scholarship is currently open for applications. Deadline is Nov. 20<sup>th</sup>
- We have 2 awards this year \$4500 and \$3500, up from last year. Awards will be presented on Dec. 5<sup>th</sup>, at our In The Spirit Awards.

**TREASURER – Webb Hall**

Your Role

- Maintain all aspects of finances for the Chapter.

Current Budget

- We are in the black for both our Admin and Scholarship Accounts with healthy amounts to move forward when committing funds for scholarship and future events
- No budget has been set for 2018.

Other Reports

- So far 2017 has been a great year. Every event has been held in an awesome venue. Everyone that attended the Britt's event loved the location and the wine drawing. I sold out of tickets early and had people asking for more. The NEWH show was one of the best I have been to. Many vendors were grateful with all the designers attending. The after party was a HIT! Everyone loved the karaoke and the party favorites. Both the Scholarship Account and the Administrative Account are both at great levels. I would say overall this has been an exciting and profitable year so far. Way to go Westin and all who helped out. Let's make next year even better!

**SECRETARY – Lindsay Tomski (copy)**

As the NEWH North Central secretary (Lindsay Tomski) for the 2017 term, I intend to record, document, and organize the chapter activities in order to provide a historical source of knowledge for board members in the immediate and long term future. I will also actively encourage the NEWH Mission by participating and promoting networking opportunities and organized events that result in more scholarship, education leadership, and business development in the hospitality industry.

In addition to performing my major responsibilities as secretary that include but are not limited to attending all board meetings, taking notes, recording motions, performing roll call, and submitting meeting minutes, I will also ensure I have extensive knowledge about the by-laws and regulations for NEWH meetings so that I may act as a knowledge resource for my board member peers. This will ensure we are acting in compliance with the nationally established NEWH rules and regulations.

If desired by the rest of the board members and chapter leaders, I will also generate and share additional data compilation graphics and documentation resources that visually compile, organize, and clearly present both historical goals achieved and future goals generated as a progress report. Data organization compiled in this fashion could also help to represent and North Central achievements and goals to industry contacts and perspective North Central participants.

**PROGRAMMING - Elizabeth Williams**

Your Role

- Individuals I report to: Valentina Castellon, VP of Development & Westin Hammerstrom, President, NEWH Inc. Directors and staff

Position Goals

- To implement a more organized Programming position by developing a set of documents, information, ideas, and references within one easily accessible location to assist in the completion of the Director's tasks and to help in the transition of the position every two years.
- To begin to share knowledge of procedures, project coordination, and general position development to new Programming committee chair, Andja Cunningham.
- To work towards developing a strong program for the December 2017 Holiday event - In the Spirit Event; in hopes of allowing for a seamless event in which I will likely be absent. General program for the event is set and all contacts are in place. Hotel and restaurant tour scheduled for The Landings in Wayzata, MN – tour of property with one of the lead architects and interior designers on the project; appetizers and libations offered throughout the event – still needing to be selected and finalized; announcement of Top ID firm recipients and Student Scholarship winners. Coordination with Marketing & Sponsorship is currently underway to further develop a Sponsorship menu and to create event marketing.
- To assist with the coordination and development of event marketing as needed to ensure in timely delivery of sponsorship attainment and event marketing. This can be further enforced with a strong backing of the early development in the 2018 calendar development, as we can offer a 2018 calendar at first January event, establish dates on Inc. website, and allow for pre-marketing efforts within marketing for and at other events.
- To look at including Top ID firms and newly introduced (whether new members or looking to be new members) within programs – hosting of events, include in panels, tour of local projects, etc.

**MARKETING DIRECTOR – Bridget Mugan**

Your Role

- Individuals I report to: Valentina Castellon, VP of Development & Westin Hammerstrom, President, NEWH Inc. Directors and staff
- Individuals who report to me: Web Communications & Publications

Position Goals

- Package all marketing materials for successor in 2018-2019
- Steps: Share all 2017 marketing templates for all outlets: General Chapter, Social Media & Event Marketing and submit to and update chapter drop box
- Increased presence and promotion on social media
- Steps: Seek a Web Communications Chair to assist Marketing in 2018
- End our 2017 season with a great "In the Spirit" Event
- Seek unique marketing opportunities that have proved to be successful i.e. logo coasters and napkins for events

Risk

- Failure to communicate upcoming events
- Lack of presence/awareness for the chapter

Budget and Financial Responsibilities

- Submitting marketing expense reports and preliminary budgets to committees and event chairs

**STUDENT AMBASSADOR – Kailin Hurinenko**

**Job Purpose**

Act as Student Ambassador by bringing awareness of NEWH Inc.

to the industry and to students who are focusing in fields that are tied to the hospitality industry

- **2014 Goals**
  - o To bring NEWH awareness to students at school
  - o To encourage students to participate in NEWH events
- **Steps to Achieve Goals**
  - o Share news with teachers in the college of design and other schools that relate to the Hospitality Industry
  - o Make announcements in studios and other classes
  - o Work with marketing director to reach out to students
  - o Share news of Scholarships and Opportunity
  - o Participate as an active member to set an example for other students
- **Long Term Goals for This Position**
  - o Eventually move into position as Marketing Director
  - o Be a resource for students to reach out to for information on Scholarships and other opportunities

**PUBLICATIONS CHAIR – Christina Fluegel**

Your Role

- Individuals I report to:
  - o Bridget Mугan, Marketing Director

Position Goals

- Issue quarterly newsletter
  - o Steps: Collect information from board meetings and events to showcase.

Risk

- Failure to provide information to chapter members and larger NEWH membership
- Lack of presence/awareness for the chapter

**FUNDRAISING - Karlee Grangroth**

Your Role

- Individuals I report to: Valentina Castellon, VP of Development & Westin Hammerstrom, President, NEWH Inc. Directors and staff

Position Goals

- Things have been running smoothly this year, we just had two successful fundraising events back to back. Our North Central

fundraiser was held at Brit’s Pub again this year in a new room that was great for networking, in past years we had been in three separate areas. Unfortunately, the weather did not hold out for Lawn Bowling but the Wine Pull Raffle got many compliments and requests for us to double the number of bottles next year. It was much easier to manage than a silent auction so we plan to continue the tradition next year. We also had our NEWH Regional Tradeshow in the newly renovated Hilton downtown. It was a successful event with a wonderful panel for the Women in Business lunch and a fun after party along with a variety show.

**MEMBERSHIP - Sarah Williams**

Your Role

- Individuals I report to: Valentina Castellon, VP of Development & Westin Hammerstrom, President, NEWH Inc. Directors and staff
- 2017 was a steady year for membership without as much growth as I had hoped. We are up 5 new members since May, would have liked to see that number closer to 10. We did have a successful Membership Drive during May at Punch Bowl Social. We had low RSVP numbers but ended up with about 20 attendees. There was bowling, food and beverages, and great socializing. The consensus was that we should hold the Drive there again next year. We will have a new Director at that point and I will gladly work with her if she would like any assistance. Continuing to have fun events and an open culture will be what helps us to grow and retain members.
- Current Membership Totals:
- Associate: 60, Chapter Business Courtesy Member: 14, Chapter Business Member 10, Chapter Level Business: 7, Corporate Partner Courtesy Member: 8, Corporate Partner Member: 1, Education Professional: 16, General: 53, Honorary: 1, Retired: 1, Student: 133  
Grand Total: 304 (up by 5 from last report – numbers do not reflect September)

**NORTHWEST**

Sophia Nguyen & Karen Rains, Delegates

*chartered March 23, 1995*

**FUNDRAISING – Randa Morgan**

The Pacific Northwest NEWH chapter had a milestone year for our annual fundraising/ scholarship event, Savor Uncorked. This event occurred July 13th, 2017 in the SODO neighborhood of Seattle, at The Foundry building and entertained around 190 hospitality industry guests. Of special note this year, our guests were greeted upon entry by an ornate metal 'champagne tree' that held complimentary glasses of champagne for our guest to enjoy while they were escorted to the registration tables. During registration guest were given paddles and bidder numbers for use in both the silent and live auctions as well as a Red-White donations game that was featured later in the evening as a way to drive up additional funds.

This annual event features a four course meal each paired with a unique PNW wine that was donated by local growers. During the course of the meal, guests are entertained with the touching NEWH scholarship video followed by the presentation of scholarships to well-deserved student recipients. This video not only pulls on the heart strings of our audience but it also drives home the importance of scholarship and the importance of organizations like NEWH.

Auction items contributed to this milestone year with a wealth of intriguing offerings including overnight stay packages at PNW

destinations, golf and gamble packages at local casinos as well as unique restaurant dining experiences. In short, our auction item totals were \$18,002.00, where \$5000.00 has traditionally been typical; Sponsorship dollars raised were \$41,250.00; Overall Profit for Savor Uncorked 2017 was \$16,258.69. Of the proceeds, 20% goes to NEWH Inc. \$3,600.40, 65% to Scholarship @ \$9,361.04, and 35% goes to Accounting \$5,040.56.

We are very proud of our team and their commitment to our annual fundraising and scholarship event!"

**PROGRAMMING – Karol Hauch**

Our most successful event this year so far was Savor, which celebrates our student scholarship winners, acknowledges featured industry leaders and our Top ID winners. Thanks to the silent and live auctions and ticket sales, we raised \$15,000 at this event.

Other NEWH/NW events this year have consisted of a membership drive at Flatstick Pub, a Spring Hotel Tour at Thompson Seattle, a Biophilia Forum in Portland, community service event at Food Lifeline, and a self-defense course that helped raise supplies for "Dignity for Divas".

**MEMBERSHIP – Sandra Brumbaugh**

We ended up having a Chapter Level Business Membership

drive on September 23, 2017. My Nguyen came through with a wonderful tour of the "Eurodam", lunch on board and a tour of the new Holland America Offices - all at no cost to NEWH. At the end of the event My suggested possibly making this an annual event! We also had a tour and treats at the event sponsors' office - Meyer Wells Art from Wood across the street from Holland America. We gained 3 CLBM's and Stephanie Deshaies convinced her company ARCHITEX to sign up as a Business Plus Membership (\$7,500). This is a national membership. We will be requesting feedback from all attendees to gain insight for next year.

Continue to have membership tables at each event.

Membership Survey - We received only 41 responses from the survey even with an incentive - \$100 Nordstrom Gift Card. Good information was received - Hoping we can encourage all board members to review before planning events etc. There are many great suggestions for all of our directors/chairs. Many members listed how they would like to help out.

I would like to create a survey for just the Chapter Level Business Members to find out more about what makes them happy. Will work with INC. on this and hopefully get it out by end of year. Maybe by targeting different member categories we will get more responses.

Would like to change up Membership Drives next year. We think by combining with the Hotel Tours (Seattle and Portland) our results would be enhanced. Q2 timing better than Q1

#### **SCHOLARSHIP – Denise Corso**

We awarded \$25,000 in scholarships at our Savor Uncorked fundraiser in July 2017. One \$10,000 scholarship went to a hospitality management student, and three \$5,000 scholarship went to interior design students.

The scholarship opened February 6<sup>th</sup>, 2017, with the original deadline for submissions being April 21<sup>st</sup>, 2017. We extended the

deadline to the first part of May and received a total of 22 applications. A committee was formed to inform students of the scholarship opportunity. Jennifer Fleming as the Scholarship co-chair. Katie Zuidema, Katy Kennedy and Michele Protzeller assisted in spreading the word. Several NEWH board members visited schools in person, and reached out via e-mail and phone to the professors and financial aid departments at outlying schools.

We also decided to invite educators to the awards ceremony / Savor Uncorked event this year. We had one educator from WSU attend, and expect to have more in 2018. We came up with the idea late in the game, so educators were not given enough notice to make the event, but many were interested. That said – we are confident hosting educators in coming years will be a success. This will also help spread the Scholarship word.

Another highlight of this year's award ceremony was showing the NEWH Scholarship video. It was incredibly impactful, and succinctly reminded folks of why our organization exists. I truly believe it helped raise more funds. Having a Scholarship video at future fundraising events is a must.

Two student liaisons were enlisted this year – Erica Albertson and Gabrielle Diebner. They are from the University of Idaho and 2016 Scholarship recipients. Gabrielle ended up being a 2017 recipient as well! They accompanied us to the Leadership Conference in February 2017. This was helpful in strengthening our connection, and them gaining a better understanding of NEWH. Gabrielle is in the midst of planning a panel discussion for students at the University of Idaho. We are actively recruiting additional student liaisons in Seattle and Portland.

I am confident the outreach has been extensive this year, and am hopeful our scholarship opportunities continue to be utilized. I trust over time our scholarships will become more visible as we are committed to informing students of what NEWH has to offer.

### **ORANGE COUNTY REGION**

Jessica Wasmer Northover, Steering Committee Chair

#### **PROGRAMMING**

We have a sundowner event coming up on October 25th at the Wine Lab. Our scholarship event is in the process of being planned. We are looking at having this on December 5th at the Monarch wine room as we did last year. We are looking at turnout to see how inland versus costal locations effect our turnout. We have also noticed that when we charge for events our designer turnout suffers so we are looking at ways to boost that.

#### **FINANCIAL**

We are working on securing sponsors for our scholarship event.

#### **SCHOLARSHIP**

We are giving 2 \$2500 scholarships and are looking into giving a third \$5000 if we get good responses. Packets went out. The

*September 9, 2008*

following schools have acknowledged receipt of information and most have confirmed they distributed to their students. No one took us up on the offer to visit in person this year.

Art Institute Inland Empire	Palomar College
IDI	Saddleback College
All	San Diego Mesa College
Orange Coast College	San Diego State

#### **MEMBERSHIP**

We have been following up with past due members many of which are students. We are interested in sending a survey to members to see what they like/dislike about our events.

**Staff Note: Contact Diane at the NEWH Inc. office to help you send out a survey to your members.**

### **PHILADELPHIA/ATLANTIC CITY**

James Lyons, delegate

**NO REPORT SUBMITTED SINCE FEBRUARY MEETING**

*September 9, 2008*

### **PITTSBURGH REGION**

William Michael, Steering Committee Chair

**NO REPORT SUBMITTED**

### **ROCKY MOUNTAIN**

Nicole Brindle & Kyla Chambers, delegates

#### **MEMBERSHIP**

*chartered December 2, 1991*

- We will continue to work on growing our membership at each

of our chapter and networking events throughout the upcoming year by focusing on the purpose and roles of our Membership Chair to make a special effort to both reach out to new members, and retain existing members.

- We will continue our “buddy program” to pair a board member with each new chapter member to help new members feel welcomed and immediately integrated into our chapter.
- We have integrated a gift membership into our overall Sponsorship Menu levels (with the sponsoring vendor selecting both their guests and the gift membership recipient).
- We hope to expand our membership base by focusing on Chapter marketing efforts and creating a task force of marketing via print and social media. This will add an exciting and relevant aspect to our Chapter that we foresee engaging our current and new members through the coming year and beyond.
- We hope to expand design and architecture firm participation by including a chapter level business membership in our annual Platinum sponsorship for 2018.
- We will reach out to other professional organizations (IIDA, ASID, etc.) to join with them in community events, to increase NEWH awareness and membership.
- We will work to present high-quality program content to attract designers, architects, etc.

**PROGRAMMING**

- We plan to continue our strong programming for the entirety of 2017, updating as we can to firm up dates and add events.
- We also plan to utilize feedback from our member survey and aim to plan more tours, panel discussions, etc.

**SCHOLARSHIP**

- Our board awarded \$15,000 in scholarships this year. Applicants who met all criteria and were deemed to be deserving were interviewed. We awarded scholarships to 4 people this year.
- Rocky Mountain Chapter 2017 Scholarship Schedule:
  - Scholarship Applications Released November, 2017
  - February 17<sup>th</sup> 2018: Deadline for submissions
  - Early April 2018: Scholarship interviews conducted from 12-5pm
  - Mid-April 2018: Notify applicants and winning recipients
  - Late April 2018: Scholarship Event - Haute Seat Design Competition

**FUNDRAISING**

- Our first Annual Sponsorship Menu was so well-received that we have decided to implement this again. This has made our overall fundraising efforts much easier. We have continued to refine the package based on the feedback we’ve received, and plan to release an “Early-bird Special” in November that offers discounted pricing through February 2018.
- 2017 proved to be our most successful fundraising year to date. Our success in previous years have allowed us to

increase the value of scholarships that we were able to award. We hope to do the same thing for the 2018 year.

**OTHER CHAPTER HIGHLIGHTS**

- We are working to strengthen our chapter’s internet/social media presence.
  - We will continue our quarterly newsletters that highlight our chapter’s events and members.
  - Our Chapter Board will continue to develop a variety of social media platforms to reach out to our community. We have created a Social Media Committee who will focus on frequent posts, and create mini-contests at our events that encourage our members to participate.
  - We will offer social media-specific benefits in our Sponsorship Menu.
  - We will create printed media that falls in line with our digitally distributed marketing to hand out as a simple yet strong reminder.
  - We have created a Marketing Chair position, with the aim of seeking more involvement from the culinary, healthcare & property management branches of our local hospitality realm.
  - We will be working closely with Sandy Banks to develop a strong local mentorship program.
- We look forward to an amazing 2018 board with many members continuing, and several wonderful new members coming on-board. This iteration of our board promises to be the most energetic, enthusiastic and creative yet!

**ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH:**

- None at this time. We are feeling very strongly about the ability of the current chapter, and will reach out as necessary.

**SAN FRANCISCO BAY AREA**

Johanna Malen & Rachel Wilson, Delegates

*chartered June 1, 2010*

**MEMBERSHIP**

Membership Report: September	Corporate Partner Member: 2
Associate Members: 29 (1 less)	Educational Professional: 7
Chapter Business Courtesy Members: 29	General Membership: <b>107 (3 more)</b>
Chapter Business Members: 17	Honorary Membership: 11
Chapter Level Business: <b>16</b>	Student Membership: <b>73 (1 more)</b>
Corporate Partner Courtesy Member: 8	Grand Total: <b>299 (3 more from last month)</b>

June: Monroe’s / State of Hospitality Industry RoundTable, Honored Top ID, shared Inc. Scholarship video. Very well attended- Over 100 in attendance. Great feedback on location and format.  
July: The Happiest Hour- Dunkirk Showroom. 65 people, great for happiest hour.

**PROGRAMMING**

May - no event due to HD Expo



August: NEWH Regional Tradeshow, Westin St. Francis Women's panel included Jennifer Ramsey, Anny Ruiz Chang, Rachel Fischbach, Deborah Herman. Attendance approximately 50.

September: Student Mentoring Event. Gensler hosted. LinkedIn Speaker, Professional photographer for headshots. Great attendance from a variety of schools including Academy of Art and SF State.

50+ students and emerging professionals



October- Beach Cleanup scheduled 10/20  
Strategic Planning Meeting scheduled 10/14.

#### SCHOLARSHIP

Extended deadline for applications to 10/15/17

#### FUNDRAISING

Wine by Design was a tremendous success, Yacht Edition. Attendance about 200 hospitality professionals. Included Lunch, Raffle, Program, and Games.

Financial report from event is not available yet.



## SOUTH FLORIDA

Jennifer Delmas & Christian Triana, delegates

*chartered October 2, 2003*

#### MEMBERSHIP

- Our chapter has a current enrolment of 273 total members and continues to grow. This number is up 63 members from our last report. We also have a total of 17 Chapter Level Business Members which is up 7 members from when we last reported. We feel this is a direct result of our continued promotion of the benefits of this membership to larger firms.
- We have integrated more options for membership sign-up during our events (join now and save) type options as recommended in past meetings by other chapters. We have noticed that it has helped to increase membership at a steady pace each month.

#### PROGRAMMING

- Our year has been fully mapped out with Mingles on the 3<sup>rd</sup> Thursday of every month but with a greater focus on adding programs to the mingles and prioritizing TOP ID firms. In an effort to cover the three counties that encompass our chapter, we have continued alternating the Mingles between Miami, Fort Lauderdale and Palm Beach.
- We had our first Student "Speed Dating Event" in February and it was a huge success. We had 10 industry professionals and 12 students. They each received plenty of 1-on-1 time and some were even provided job opportunities as a result. The general feedback was that student would enjoy this twice a year.
- Our Tour/Mingle set up has yielded very positive results this entire year. From the first one at the SLS, to the one at the Standard, and finally our most recent at the 1 Hotel., turnout has truly improved. We were event able to mix-in a sustain-

ability factor into the 1 Hotel tour as it featured the reclaimed wood vendor that provided much of the wood for the space.

#### SCHOLARSHIP

- This year, our goal remains to award \$10,000 with a serious consideration to raise the amount for 2018 if our additional fundraising efforts prove to be successful.

#### FUNDRAISING

- In May we successfully hosted our annual Bowling Fundraiser and sold out all available lanes.
- We have rebranded our second annual fundraiser (award show and scholarship dinner) to be the Golden Palm Awards. It remains a Masquerade theme and has already raised more funds than all prior years to date. We will continue to push for additional sponsorships and look forward celebrating design and scholarship with our South Florida members.

#### OTHER CHAPTER HIGHLIGHTS

- We are very excited to be the Host Chapter for the 2019 Leadership conference and look forward to being able to contribute to this great event in the months to come.

#### ISSUES CHAPTER WOULD LIKE HELP WITH

- We continue to look for ways to increase designer and architect participation and paid memberships.
- We are interested in hosting one of the newly launched BrandED events and would like information on how to do so.

We are also interested in participating in one of the Women in Business sessions as well.

**Staff Note: Please contact the NEWH office if your chapter is interested in holding a Women in Business or BrandED event.**

## SUNSHINE

Shana McCullough-Downing & Angela Reed, delegates

*chartered September 1, 1996*

#### MEMBERSHIP

Membership as of September: 232 total members.

#### PROGRAMMING

The July 5th Sundowner was lead with a fascinating tour of the newly constructed Orlando Lions and Orlando Pride Stadium in Downtown Orlando. The group was guided around the facility where they viewed the VIP balcony, the rainbow seating designated in honor those community members lost at Pulse

Nightclub, and were able to step down to the field level for a ground view. The group met up with the Sundowner patrons at the recently opened Orlando Pride restaurant for a few hours before moving back to the stadium to watch a live Orlando Lions soccer game. The Orlando "Ruckus" squad delighted the stadium in bringing the noise with their percussion team, by waving team flags, and igniting plumes of purple fog and streamers though the crowd. The following Sundowner, held on Wednesday, August 2nd also offered a tour. This time at Ace Café in

Downtown Orlando, a restoration of an existing structure downtown. The Principal, Tim Lemons, of local architecture and interior design company L2 Studios, spoke about how he closely worked with the ownership to marry the very famous English brand with a landmark in downtown Orlando. It was fascinating to learn about the biker culture that existed “across the pond” and how this site, which once was a music venue and church, was closely aligned with the mission of the brand. The restaurant and bar now serves as a meeting space for car and motorcycle clubs, houses memorabilia for display, contains a gift shop, and has a large outdoor parking lot for car enthusiasts to show off their wheels! The September 21st Thirsty Thursday was held at Tampa’s Top Golf. We had a great number of attendees considering we were all still recovering a bit from Hurricane Irma. The group was networking and planning the next Tampa events, that no one even golfed at Top Golf! A Tampa Thirsty Third Thursday committee was officially formed and will report up to Programming for 2018. We are looking forward to our next event on January 18th with a new start time of 5pm and a location still to be determined in downtown Tampa. We are also encouraging the use of a party bus down to Tampa to allow more attendees to travel easily and safely from Orlando.

#### **SCHOLARSHIP**

The Sunshine Chapter was honored to grant \$18,000 in Scholarships to five (5) students. The students were presented with large “check” at the Under the Big Top Fundraiser on October 6th. The 2017 Sponsorship recipients are: Jessica Marie Gervikas – \$5,000.00 – Florida State Caroline Fields – \$5,000.00 – Florida State Sarah Wallstedt – \$3,500.00 – Florida State Hannah Christine Hiler – \$2,500.00 – University of Central Florida – Rosen College of Hospitality Management Erson Pierre – \$2,000.00 – Valencia College

#### **FUNDRAISING**

The “Under the Big Top” Fundraiser, held on October 6th, went over the top! The circus themed event was held at the Orlando Science Museum amongst large dinosaurs. The evening

was filled with activity and excitement as sponsors hosted carnival themed games, a caricature artist, a tarot card reader, and a large silent auction. The true highlight of the evening was in showcasing the core mission of NEWH through our scholarships. The chapter was proud to give \$18,000 in scholarships to five recipients, most of which were in attendance for the event. Not only was the NEWH “Opening Doors” Scholarship video played for the over 200 attendees, a video of the recipients created for the event was showcased and large-scale checks were handed out to each student. Guests left mesmerized by the entertainment, still talking about the sword swallower, flame throwers, and theatrical shows!

#### **Other Chapter Highlights**

Wednesday September 6th, was the DASH – Designers and Students of Hospitality Event held at the Orlando Shakespeare Theater in Lockhaven Park in conjunction with our September Sundowner. This unique programming event was created to introduce students entering the industry and to highlight local talent within the community. Prior to the main event, the patrons were entertained by a small Jazz ensemble, passed hors d’oeuvres, and a bartender for the cocktail reception. The Sunshine Chapter was honored to have Wayne Dunkelburger of Baker Barrios Architects, Ted Carroll of The Carroll Adams Group, Jordan Adams of Design Poole, Joemy Vega of deVega Studio, and Pam Niemann of Niemann Interiors speak in a fun fast paced presentation format hosted by Angela Reed of Baker Barrios Architects. The speakers were followed by with the NEWH Inc. Scholarship video which was met with great reception. The evening was made possible through the generous donations of Caeserstone Quartz Surfacing, Dixieply, The Urban Art Company, Nautilus Tile, Avonite Solid Surfacing, Martha Graham Lighting, Designtex, and Riot Printing.

#### **Our Chapter/Region Would Like Help With**

Strategies to engage members outside of the Orlando area (Jacksonville, Tampa, etc.)

## **TORONTO**

Nicole Fizzard, delegate

*chartered November 18, 2004*

#### **MEMBERSHIP**

Our current membership is as follows:

- 18 Associate Members
- 30 Chapter Business Courtesy Members
- 2 Chapter Business Members
- 15 Business Chapter Level

We are working on a plan to develop our membership base with a focus on the food and beverage/ culinary segment of hospitality and bring awareness through other Hospitality associations. We would like to engage more this segment as it is a rapidly growing industry in hospitality and would provide more exposure and social outreach for the NEWH organization, bringing a new platform to our chapter.

#### **PROGRAMMING**

Our focus this year was to limit the number of events and focus more on the content of these events to benefit membership value. Last year we certainly felt the challenge of getting attendance to an appropriate level to each event as the Toronto Industry is over entertained as a whole. This year we held only 4 programming events all of which had a great attendance and were well received by membership. Our objective was to provide events with higher content, more interaction among guests creating a reason to attend our events!! We feel like this was achieved and look to continuing this in 2018.

- 5 Corporate Partner Courtesy
- 13 Educational members
- 41 General Members
- 31 Student Members

Our first event was in March featuring one of our TOP ID Award winners – Design TWG at an interactive dinner at Maharaja Restaurant. The restaurant was a historical building that Design TWG renovated into an amazing venue featuring Indian cuisine. The event was themed as “one to one” so each ticket sold paid for a decision maker’s entrance allowing a wonderful evening of casual networking throughout the three course award winning feast. The vendors rotated during each course allowing for 30 to 45-minute interaction with buyers, designer and purchasers at each stop. Our Event Team handled the guests to be invited to ensure quality and value to each attendee. We had rave reviews and requests from our membership as one of our best events at the Chapter and “do it again!”

Our second event was called Graffiti and held at The Marriott on May 31. We had another interactive event featuring Hotel Tours of the recently renovated Marriott Courtyard, Digital Graffiti for each guest to experience and take home photo’s printed at event. This was provided by our key sponsor Renwil.

In September we held another TOP ID Award Firm – McMillian Design at Hunter’s Landing, downtown Toronto. Representatives from the Design Team were present to accept their award and spoke of their successes and various projects. The event also featured a “musical chairs” game to everyone’s delight and was highly attended. The evening’s sponsors were Vandervitt/ Tarrison and Swavelle Fabric. David Thomases, EVP of Swavelle travelled from New York to attend the event and help in the promotion of the company into the Toronto A&D/Hospitality community.

November 21, we will host our scholarship awards gala at PI Fine Art.

**SCHOLARSHIP**

We were quite successful on the number of scholarship applications received this year.

Totalling to 19 applications, the process to select our applicants was a long one, however, after reviewing the basic guidelines and cross elimination we came down to 8 students. We selected our final 2 students based on their essays and letter of recommendation. They have both shown dedication and acknowledgement of the hospitality industry, they've also shown leadership qualities and selfless acts on helping the greater good.

The students selected are as followed, both receiving \$2,500.00 that will go directly to their tuition fund.

Thuy Thu Nguyen  
Kristiana Cavar

We look forward to the scholarship awards gala November 21, at PI Fine Arts.

**FUNDRAISING**

This year we were unable to host our annual golf tournament due to the lack of participation and interest in organizing it. We were not able to have enough people commit to running the event, therefore we have chosen our November Scholarship Gala as our primary fundraising event for 2017. We are currently working with our NEWH support base to raise items for the silent auction portion of this event being held at PI Fine Art, November 21, 2017. We hope to reinstate the golf tournament in 2018 should we fill our vacant board positions and find individuals willing and capable of organizing this highly popular event.

**ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH**

Toronto is working to bring new board members to the Chapter Board with energy and excitement. We continue to look for committed individuals to step into the current vacant positions and tackle them head on while collaborating with other board members based on NEWH structure and all available support within our system. We have been struggling with membership and board member enrolment this year but feel with changes in board positions and new social outreach initiatives we may fill these with successful and motivated individuals.

**UNITED KINGDOM**

Jonathan Young, delegate

*chartered June 12, 2002*

**MEMBERSHIP REPORT**

I am pleased to share that the UK chapter membership is steadily increasing and we are now at 99 members, including the Corporate Partner courtesy memberships. Our goal is to break the 100-member barrier which is pretty close! Karolyn Kirsch will continue with responsibility as Membership Director, although now that Diana Arakelian has become Treasurer will be supported by Kevin Swart who will be focusing on membership renewals.

The UK chapter continues to have success selling the Chapter Business Memberships with Crosswater, Newmor Wallcoverings, HBA, and Woods Bagot being the latest additions. The added focus of the Top ID Award and the involvement at Board level of a number of designers has enabled us to attract more design firms to take an active involvement with NEWH. We have also appointed Jed Maiden, one of our recent recipients of an Annual Scholarship, as our Student Representative on the Board.

**PROGRAMMING**

The hotel tours continue to be a major draw for the chapter with the recently opened Ned Hotel in London the next event planned for November. Our hotel tour at the Marriott County Hall in April, which was designed by NEWH member and Top ID winner RPW, was very well attended as usual. We have others at The Curtain Hotel, The Russell Hotel, and The Indescon Court (Hilton Curio) which will be on the schedule for 2018.

We will be planning a “Graffiti” event aimed at the design community in the New Year and this is on the back of the successful “Origami” event we had earlier in the year. We are looking to continue to vary the events on offer and following the success of our “Women who Inspire” event in March, we will be looking at a similar panel discussion hosted at the fabulous UBM offices in London, for early next year.

We just held our first NEWH Golf Day in the UK and aim to make this an Annual event earlier in the summer.

We have just confirmed the 2018 Top ID firms for the UK

Chapter and will be planning an event in March 2018 that will showcase AD Associates, RPW, and Woods Bagot who were the designers selected. We already have a sponsor for this event, who will be Roca, one of our Chapter Business Members.

Finally, our London Social events continue to attract great interest and are proving to be a great way to drive membership of NEWH. The latest one took place at the Wigmore, the new bar owned by The Langham Hotel in London.

**SCHOLARSHIP**

Libby Bull has really driven the scholarships since she took over the role earlier this year and has built a great rapport with Ravensbourne and we are much more active with their design students on a regular basis. The judging panel she set up for this year’s awards brought together an impressive list of designers, suppliers, and media from our industry, and included Elizabeth Lane from RPW, Constantina Tsoutsikou and Sarah Williams from HBA, Michael Curry from DPA Lighting Design, Lee Breeds from Laufen, and SPACE magazine’s editor Can Falk.

We are actively looking to build a relationship with a new school as we grow the scholarships that we are offering.

**FUNDRAISING**

Our Annual Fundraising Event took place on a beautiful summer evening at the Courthouse Hotel in Shoreditch on June 20th. The support of our sponsors, a number of which were US companies looking to raise their profile in the UK and Europe, enabled us to award four scholarships this year to Alicia Spibey, Shipend Pashtriku, Vincenzo Damato, and Abdul Kayum. The awards of the Scholarships were followed by a networking evening on the rooftop bar of the hotel.

Plans are underway to look for a suitable venue for next year’s event.

**OTHER CHAPTER HIGHLIGHTS**

The UK NEWH Board continues to evolve and the new members are proving to be a great asset and are providing us

with a balance of experiences, and backgrounds.

As we look to raise the profile of NEWH in the UK the agreement with SPACE magazine to provide us with coverage in all their issues has been a major plus, and the first introduction to NEWH and the UK chapter appeared in the most recent publication. Given that their reach is mainly into Europe and the Middle East it will give us exposure into some new markets.

Whilst the proposed NEWH Tradeshow for London in 2017 did not materialize we are keen for the UK chapter to participate in some type of event whether it is a tradeshow, roundtable discussion, or panel discussion in 2018, and the initial plan is to hold it on the same day as our Annual Fundraiser. The BCFA have decided not to pursue the tradeshow for next year due to a poor turnout so we do need to determine what will draw the specifying community away from their offices during the day.

#### **ISSUES CHAPTER WOULD LIKE HELP WITH**

Raising our membership is our priority and particularly as it enables us to carry out more events and raise more money for scholarships. We need assistance in making the membership application and renewal system easier and simpler, plus attracting US suppliers and design firms to join as they look to opportunities in the UK and Europe.

We also need help establishing a more robust database in the UK and ensuring our members and guests are receiving our e mail communications as this continues to pose an issue for us.

Finally, we would like to understand how other chapters deal with getting the right mix of people to events as we know the best networking experiences are achieved with suppliers, designers, and end users in equal numbers.

## **VANCOUVER REGIONAL**

Derek Sousa, steering committee chair

### **MEMBERSHIP**

As of October 4, 2017 Vancouver Regional Group has 157 total members; 31 Associate members, 1 Business Plus Courtesy Member, 13 Chapter Business Courtesy Members, 2 Chapter Business Members, 7 Chapter Level Business, 2 Corporate Partner Courtesy Member, 1 Corporate Partner Member, 9 Education Professional, 21 General members, and 70 student members. We've improved on our last year membership of 126 total members.

### **PROGRAMMING**

We've had many successes with our events this year keeping them low cost so that we manage great attendance from our industry members, NEWH members and therefore allowing very affordable sponsorship opportunities for industry suppliers. However, we've gone outside of our comfort zone and landed a very prestigious locale for our 7th Annual Fall Scholarship and TOP ID designer awards event. The event will be held at the new landmark entertainment epicentre of Vancouver that is Parq, a casino flanked by two JW Marriot hotels. One of those hotels being the Autograph property called Douglas which is the area in which our event will be held in the Fairview Ballroom with an outdoor space strewn with live Douglas Firs. This space was a large investment financially on the regional board but through amazing sponsorship relationships we've managed to get involvement that allows to budget the space, food, DJ and photographer for a truly remarkable and unforgettable experience which for most in our industry will be their first introduction to this exquisite newly constructed property in Downtown Vancouver. The sponsorship was secured overwhelmingly when they received our beautifully designed

sponsorship packages highlighting the event and sponsorship benefit along with the space by our skillful graphic designer (and scholarship board member along with past NEWH Icon scholarship winner) Santiago Arcila.

### **SCHOLARSHIP**

It was a standoff between two very deserving individuals to receive our \$2000 Vancouver Region scholarship but due to financial need this year's recipient will be Catherine Yeun. She will officially be awarded at our 7th annual year end event. We also have tentative plans to host a student roundtable even for early 2018 as our previous one was a huge success.

### **FUNDRAISING**

We haven't fundraised as a region but we have done membership drives through our sundowner events.

### **Other Chapter Highlights**

Aforementioned already but I want to spotlight the immense sponsorship support we receive from our industry suppliers contributing a total of \$19,500 in sponsorship funds to our next event held on November, 16 but as well as always contributing to our events in a big way that allow them to be well received. It is also great to see our membership increase as well. This year we will award our 2017 Top ID winners at this yearend event who will be CHIL, Hager and SSDG with 2018's winners selected to be Hager and Evoke.

### **Our Chapter/Region Would Like Help With**

Recruiting new members to the board along with continuously finding inventive ways to gain membership numbers.

## **WASHINGTON DC METROPOLITAN**

Leslie Anderson & Monica Meade, delegates

**NO REPORT SUBMITTED**

*chartered November 6, 1992*

**ADDENDA**

**MOTION TO APPROVE MINUTES**

Date: November 11, 2017

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 ADJOURN**

Date: November 11, 2017

Motion Number: 2

I, \_\_\_\_\_, move to adjourn the NEWH, Inc. Board of Directors Meeting.

Motion seconded by: \_\_\_\_\_

VOTE COUNT:

YEA: \_\_\_\_\_

NAY: \_\_\_\_\_

ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:

Defeated:

## 2018 – 2019 NEWH EXECUTIVE COMMITTEE BALLOT

Please mark your ballot and turn it in at the Board of Directors Meeting on Saturday, November 11, 2017. If you will not be attending the meeting, please fax your ballot to 800-693-6394 on or before Saturday, November 11, 2017.

- |                            |                          |                  |
|----------------------------|--------------------------|------------------|
| Secretary                  | <input type="checkbox"/> |                  |
| Vice President/Finance     | <input type="checkbox"/> | Fernando Diaz    |
| Vice President/Scholarship | <input type="checkbox"/> | Brittany Johnson |
| Vice President/Education   | <input type="checkbox"/> | Christine Wasmer |
| Vice President/Development | <input type="checkbox"/> | Leigh Mitchell   |

Please mark your ballot and turn it in at the Board of Directors Meeting on Saturday, November 11, 2017. If you will not be attending the meeting, please fax your ballot to 800-693-6394 on or before Saturday, November 11, 2017.

Other members of the Executive Committee that are not on the ballot:

President: Cynthia Guthrie  
 Past President: Trisha Poole  
 Executive Advisor: Julia Marks

Nominee Statements:

**Vice President/Finance:**  
**Fernando Diaz**

It has been a real pleasure serving as VP/Finance. It would be my honor to continue serving as VP/Finance to see the new fundraising initiatives come to fruition.

**Vice President/Scholarship:**  
**Brittany Johnson**

I have been incredibly passionate about guiding and mentoring students and young professionals in our industry. I look forward, if given the opportunity, to continue the tradition of an ever increasing scholarship offering from NEWH, to market our value to educators and students and to promote lasting and positive education experiences for students studying to be professionals within Hospitality. I believe strongly that students of all financial backgrounds are being crushed with debt due to the high costs of tuition. As VP of Scholarship I will do what I can to make sure students studying for Hospitality are aware of the opportunities that NEWH offers, and look forward to celebrating students in fresh and rewarding ways.

**Vice President/Education**  
**Christine Wasmer**

Continuing in the position of VP/Education, I will oversee all actions of the stated NEWH, Inc. mission of Education, as well as research and identify continuing education opportunities that are relevant to our membership and NEWH mission.

I will continue to re-focus the direction of the Education committee under the newly organized positions of Director/Programming and Director/Continuing Education and those Chairs which reside under each. The disciplines under the Education banner will work toward establishing a symbiotic relationship to produce significant results and a new direction for providing education, professional development, and mentorship to NEWH members, Hospitality, and Education Communities. Increasing educational outreach to chapters and regional groups is a core value in all educational programs.

Changes in approach include realigning focus with Directors to coincide with the new organizational goals. Work with Director/Programming and with Director/Continuing Education in developing educational goals, program, and developing content for educational programs and CEU's. Assist in formulating goals and direction for chairs/committees under each Director.

Assist in building the Green Voice Conversation brand, taking the conversation beyond the trade floor and out to the Chapters and Regional Groups.

New initiatives include launching Spec 101 – work toward creating a program as proposed by the Education Committee and SCOPE document by presented by Jordan McInturf to create a web based resource for CEU material offered by Corporate Partners and other NEWH friends to NEWH Chapters. Providing a unique resource for benefit of NEWH members. White papers and shared information by presenters will be a part of the online resource.

**Vice President/Development**  
**Leigh Mitchell**

Being new to the Executive Council and the position, it seemed to take longer than expected to get a grasp of what is involved and what is expected and what can be accomplished. I'd like to run for another term to better understand and promote the area of membership, digital marketing, awards, and overseeing the Leadership Conference.

## NEWH CODE OF ETHICS

Members of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. shall conduct themselves honorably so as to maintain the integrity of the organization. To that end, each member shall adhere to the following code of ethics:

1. Each member shall hold membership in the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. as a privilege and a responsibility and shall abide by the By-Laws.
2. Each member is obligated through personal and professional conduct to uphold and maintain beyond reproach the dignity of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.
3. Each member shall recognize and respect the professional standards of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. members and shall encourage the highest level of cooperation of the members.
4. No member shall use the position as Officer, Director or member of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, Inc. to gain purely personal advantages in advertising, merchandising, or promotion. Members are encouraged to use the initials NEWH after their names on business stationary and business announcements.
5. The name NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may be used officially only by the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. and its authorized chapters. An individual may, with the written approval of the NEWH, Inc Board of Directors of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC., use the name of the organization in connection with the sponsorship or co-sponsorship of an industry activity.
6. A member may not use the membership directory as a mailing list for commercial purposes nor permits its use by a nonmember for any purpose. NEWH mailing lists shall be available to other organizations within the Hospitality or related industries, only as approved by the NEWH, Inc Board of Directors and are not to be used for commercial purposes. List members may request in writing that their names be deleted from any mailing list provided to another organization.
7. Members who misrepresent their professional qualifications at any time will be subject to disciplinary action by the Chapter Board of Directors.
8. Any conduct which is detrimental to the best interests of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may result in disciplinary action by the NEWH, Inc Board of Directors.

### Leadership

A member who is elected or appointed to one of these positions acquires a second set of rights and responsibilities, in addition to those which are theirs as a general member.

#### Rights

It is the right of NEWH, Inc. Leaders to:

- Receive adequate and competent direction and support from other leaders of the organization;
- Have the support and cooperation of the membership of the organization;
- Depend on the membership to accord them the courtesies of meeting protocol and group etiquette; and
- Expect support of the industry when organization sponsored events serve industry interests.

#### Responsibilities

As an NEWH, Inc. Leader it is their responsibility to:

- Know the duties of the position to which they were elected or appointed;
- Review the tenets and objectives of the organization;
- Review the NEWH, Inc. By-Laws and Board Handbook for policies of the organization and the position to which they were elected or appointed;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of NEWH, INC.;
- Use disciplined judgment in making fiscal decisions;
- Refrain from engaging in personal activities which would injure or take advantage of NEWH, INC.;
- Not use their position of trust and confidence to further their private interests;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few; and
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly.

#### They Will Not

- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, INC.;
- Compete with NEWH, INC. to its detriment;
- Usurp an opportunity of NEWH, INC.;

- Realize personal gain from use of material, non-public information; and
- Will avoid even the appearance of a conflict of interest.

### **NEWH Board Code of Ethics**

As a member of the Board of Directors of NEWH, Inc. or any of its chapters, I will:

- Represent the interest of all the people served by this nonprofit and not favor special interest inside or outside the organization
- Not use the nonprofit or my service on the board for my own personal advantage or for the advantage of my friends, relatives or supporters
- Keep confidential information confidential
- Respect and support majority decisions by the board
- Approach all board issues with an open mind, prepared to make the best decisions for everyone involved
- Prior to election or appointment, disclose any personal, professional or legal matters that might reasonably cause embarrassment if subsequently associated with my NEWH leadership position, including without limitation any conviction of a felony or crime of moral turpitude, termination of employment for cause, and involuntary dismissal from a position of leadership in another nonprofit organization.
- Do nothing to violate the trust of those who elected or appointed me to the board or those served
- Focus my efforts on the mission of this nonprofit and not on my personal goals
- Never exercise authority as a board member except when acting in a meeting with the full board or as I am delegated by the board
- Consider myself a "trustee" of this nonprofit corporation and do my best to ensure that it is well maintained, financially secure, growing and always opening in the best interest of those we serve
- I have read, understand and agree to abide by this Code of Ethics

## **SUCCESSION PLANNING: NEWH, Inc. Board of Directors Eligibility Policy**

NEWH, Inc. and its chapters are governed by the NEWH, Inc. Executive Committee, Board of Directors, and House of Delegates. The governing body is made up of representatives of all NEWH, Inc. chapters worldwide. Each member of the NEWH, Inc. Governing body shall:

- Know the duties of the position to which they were elected or appointed;
- Review the code of belief and objectives of the organization;
- Review the By-laws and the Procedure Manual for policies of the organization and the position to which they were elected;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of the NEWH, Inc.;
- Refrain from engaging in personal activities which would injure or take advantage of the NEWH, Inc.;
- Not use their position of trust and confidence to further their private interests;
- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, Inc.;
- Compete with the NEWH, Inc. to its detriment;
- Usurp an opportunity of the NEWH, Inc.;
- Realize personal gain from use of material, non-public information;
- Will avoid even the appearance of a conflict of interest;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few;
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

### **House of Delegates**

The chapter representatives will sit in the House of Delegates, a non-voting section of the NEWH, Inc. Board of Directors. In addition to the above, the Delegate shall:

- Identify needs of chapters and flush out before bringing to the NEWH, Inc. Board of Directors;
- Participate in special focus groups; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors

*The delegate is elected for a two (2) year term and may hold the position of delegate for five (5) concurrent terms before leaving the NEWH, Inc. Board of Directors. Each chapter elects one or more delegates based on the number of members in good standing at the time of election. A member of the House of Delegates may run for a position on the NEWH, Inc. Board of Directors after serving two (2) years in the House of Delegates.*

### **Board of Directors**

The Board of Directors conducts the business of NEWH, Inc. at board meetings held three times per year. Each Director has responsibility for a specific area of the business of NEWH, Inc. and shall form a committee to help conduct that business. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Establish a committee to help conduct NEWH, Inc. business and to create a larger knowledge base within the organization;
- Facilitate a minimum of two (2) conference calls per year with chapter board members; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

*The NEWH, Inc. Board of Directors is elected bi-annually from the seated board members and the members of the House of Delegates. To be eligible to hold a position on the Board of Directors, the person must have sat in the House of Delegates for two terms and not have been off the governing body for more than four (4) consecutive years. A member can only serve three (3) consecutive terms on the Board of Directors.*

### **Executive Committee**

The Executive Committee of NEWH, Inc. conducts the business of NEWH, Inc. between the regularly scheduled board meetings. Officers of NEWH, Inc. are responsible for the Directors listed under them on the NEWH, Inc. Organizational Chart. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Participate in semi-monthly Executive Committee meetings held via teleconference calls; and
- Provide leadership to those Directors in their immediate reporting relationship.

*NEWH, Inc. Officers are elected bi-annually from the current Executive Committee and seated Board of Directors. To be eligible to hold a position on the Executive Committee, the person must have sat on the Board of Directors for one term (2 years) prior to running. A member holding an elected position Executive Committee can only serve three (3) consecutive terms.*

## **TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS**

Exceptional boards add significant value to their organizations, making a discernible difference in their advance on mission. Good governance requires the board to balance its role as an oversight body with its role as a force supporting the organization. The difference between *responsible* and *exceptional* boards lies in thoughtfulness and intentionality, action and engagement, knowledge and communication. The following twelve principles offer **chief executives** a description of an empowered board that is a strategic asset to be leveraged. They provide **board members** with a vision of what is possible and a way to add lasting value to the organization they lead.

### **CONSTRUCTIVE PARTNERSHIP**

Exceptional boards govern in constructive partnership with the chief executive, recognizing that the effectiveness of the board and chief executive are interdependent. They build this partnership through trust, candor, respect, and honest communication.

### **MISSION DRIVEN**

Exceptional boards shape and uphold the mission, articulate a compelling vision, and ensure the congruence between decisions and core values. They treat questions of mission, vision, and core values not as exercises to be done once, but as statements of crucial importance to be drilled down and folded into deliberations.

### **STRATEGIC THINKING**

Exceptional boards allocate time to what matters most and continuously engage in strategic thinking to hone the organization's direction. They not only align agendas and goals with strategic priorities, but also use them for assessing the chief executive, driving meeting agendas, and shaping board recruitment.

### **CULTURE OF INQUIRY**

Exceptional boards institutionalize a culture of inquiry, mutual respect, and constructive debate that leads to sound and shared decision making. They seek more information, question assumptions, and challenge conclusions so that they may advocate for solutions based on analysis.

### **INDEPENDENT-MINDEDNESS**

Exceptional boards are independent-minded. They apply rigorous conflict-of-interest procedures, and their board members put the interests of the organization above all else when making decisions. They do not allow their votes to be unduly influenced by loyalty to the chief executive or by seniority, position, or reputation of fellow board members, staff, or donors.

### **ETHOS OF TRANSPARENCY**

Exceptional boards promote an ethos of transparency by ensuring that donors, stakeholders, and interested members of the public have access to appropriate and accurate information regarding finances, operations, and results. They also extend transparency internally, ensuring that every board member has equal access to relevant materials when making decisions.

### **COMPLIANCE WITH INTEGRITY**

Exceptional boards promote strong ethical values and disciplined compliance by establishing appropriate mechanisms for active oversight. They use these mechanisms, such as independent audits, to ensure accountability and sufficient controls; to deepen their understanding of the organization; and to reduce the risk of waste, fraud, and abuse.

### **SUSTAINING RESOURCES**

Exceptional boards link bold visions and ambitious plans to financial support, expertise, and networks of influence. Linking budgeting to strategic planning, they approve activities that can be realistically financed with existing or attainable resources, while ensuring that the organization has the infrastructure and internal capacity it needs.

### **RESULTS-ORIENTED**

Exceptional boards are results-oriented. They measure the organization's progress towards mission and evaluate the performance of major programs and services. They gauge efficiency, effectiveness, and impact, while simultaneously assessing the quality of service delivery,

integrating benchmarks against peers, and calculating return on investment.

### **INTENTIONAL BOARD PRACTICES**

Exceptional boards purposefully structure themselves to fulfill essential governance duties and to support organizational priorities. Making governance intentional, not incidental, exceptional boards invest in structures and practices that can be thoughtfully adapted to changing circumstances.

### **CONTINUOUS LEARNING**

Exceptional boards embrace the qualities of a continuous learning organization, evaluating their own performance and assessing the value they add to the organization. They embed learning opportunities into routine governance work and in activities outside of the boardroom.

### **REVITALIZATION**

Exceptional boards energize themselves through planned turnover, thoughtful recruitment, and inclusiveness. They see the correlation between mission, strategy, and board composition, and they understand the importance of fresh perspectives and the risks of closed groups. They revitalize themselves through diversity of experience and through continuous recruitment.



## **NEWH Chapter Business Plan**

NEWH/(chapter) – (year)

## What is a Chapter Business Plan?

A chapter business plan helps to ensure your chapter's success. And, as the blueprint for your chapter, a chapter business plan is a critical element because it showcases your chapter's vision, board structure, calendar, financial projections, and goals.

The chapter business plan outlines the operating framework of your chapter by detailing who you are, what are your plans/goals, and how you will generate proceeds for NEWH's mission of scholarship and education.

### CHECK LIST

*Required* - these items **must** be submitted to the NEWH, Inc. office:

**Board of Directors/Chairs**

*NEWH has a list of your nominated board – please submit any chairs appointed by the board by January 31<sup>st</sup> – and as additional chairs are appointed, or any board changes occur throughout the year*

**Chapter Event Calendar**

*Calendar will be posted on the NEWH website – specific calendar dates will be added to the event calendar. Calendar should be submitted by January 31<sup>st</sup>*

**Chapter Budget**

*Submit an approved budget to NEWH Inc. by the end of February – please contact the NEWH office for any resources you may need (past budgets, budget template, etc.)*

The following pages can be used as a template to submit the required items.

## Other Helpful Items to include in your Chapter Business Plan

### Written Goals:

Ask each director/chair to write 2-3 goals they'd like to complete for the year. These goals will be the starting point for board discussion and planning throughout the year.

Here are a few examples:

- Your membership director has a goal to get more students members involved in your events. This goal should be shared with the chapter programming director and the scholarship director to ensure that one of your chapter programs planned includes student involvement (i.e. portfolio review, mentoring event, etc.)
- Your scholarship director has a goal to increase the amount of student scholarship applications received. This goal should be shared with your board and a plan should be put into place for chapter members to visit local schools, or contact schools in your surrounding area, to speak to students about NEWH's scholarship opportunities.
- Your VP/Development has a goal to increase the number of committee members in your chapter. This goal could be shared with your membership director and other board members to formulate a plan to reach out to current members, and new members, to find out members' interest to be involved and asking them to volunteer.

### SWOT Analysis:

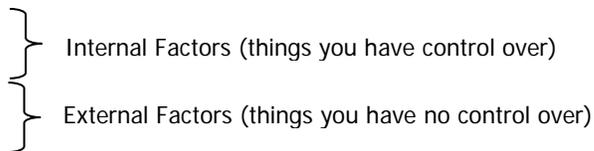
Conduct a SWOT analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats



## Chapter Board

President	enter president
VP-Administration/Delegate	enter vp-admin/delegate
VP-Development/Delegate	enter vp-development/delegate
Secretary	enter secretary
Treasurer	enter treasurer
Past Pres./Parliamentarian	enter past president
Executive Advisor	enter executive advisor
Scholarship	enter director
Membership	enter director
Programming	enter director
Fundraising	enter director
Marketing	enter director

### Optional Positions

By-laws & Ethics	enter chair	Internet Communications	enter chair
CEU	enter chair	Public Relations	enter chair
Committee Development	enter chair	Publications	enter chair
Community Service	enter chair	Regional Tradeshow	enter chair
Database	enter chair	Strategic Alliances	enter chair
Education/Mentoring	enter chair	Strategic Planning	enter chair
Farewell Ambassador	enter chair	Student Representative	enter chair
Historian	enter chair	Sustainable Hospitality	enter chair
Hospitality	enter chair	Ways & Means	enter chair

## Calendar of Events

Chapters are encouraged to form their calendar prior to the year beginning. Submit your Chapter Calendar to the NEWH Office no later than January 31st of each year.

**Programming/Networking Events:** Chapters are not required to hold an event each month. When putting together your calendar for the year, the key is to remember quality vs quantity. Instead of struggling to put on an event every month, plan 3-4 great programming events for the year (tours, speakers, panels, CEUs, etc.) that are of high value to designers, manufacturers, and students – and in between those events, do more low-key happy hour/sundowner type events. A program’s mission is to develop relationships and build membership in a more business type setting.

Think about the event – is it an event you don’t want to miss, or is it more of a casual networking event that may not be as beneficial to you? Focus on what your members are going to be attracted to, especially venues – whether it’s a newly opened or remodeled hotel, new restaurants, etc. Invite those involved in the project to speak.

**Fundraising Event:** Remember, chapters are required to hold at least one fundraising event per year – this is your FUN event. A FUNdraiser’s purpose is to raise money for NEWH’s mission of Scholarship & Education.

**Board Meetings:** Chapters are required to hold at least 10 Board of Directors Meetings per year.

<p><b>January</b> <i>Example:</i> 2<sup>nd</sup> – Board Meeting 11<sup>th</sup> – Sundowner/Happy Hour</p>	<p><b>February</b></p>
<p><b>March</b></p>	<p><b>April</b></p>
<p><b>May</b></p>	<p><b>June</b></p>
<p><b>July</b></p>	<p><b>August</b></p>
<p><b>September</b></p>	<p><b>October</b></p>
<p><b>November</b></p>	<p><b>December</b></p>

## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>

**MEMBERSHIP DIRECTORY – WEBSITE REVISION**

**MICHAEL ADAMS**

NEW YORK



(646) 654-7621

Contact Me

www.hdmag.com

(646) 654-7626

85 Broad Street 11th Floor  
New York, NY 10004  
USA



Hospitality Design/Emerald Expositions  
Editorial Director

**Chapter:** Northwest

**Membership:** Corporate Partner Courtesy Member

**Company Profile:** Hospitality Design has served as the premier design publication in the hospitality industry, including hotels, resorts, restaurants, casinos, cruise ships, spas, timeshares, and senior living facilities for 26 years. By featuring the accomplishments of established and up-and-coming designers, we set out to teach and inspire our readers, both in the design community and owner-operators, by delivering news, commentary, and trends.

**Professional Profile:** Insert information about your professional profile here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

**Background/Experience:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Personal Profile:** Insert information about your personal profile here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Education:** University of Wisconsin

**Organizations/Associations:** Org Name Here, Second Here, Third Here

**Interests:** Technology, Art, Music

**Projects**



**Videos**



## PAST MEMBER SURVEY



We miss you... why did you leave NEWH?

Dear Diane,

As a past member of NEWH, we'd love to know the reasons. We invite you to take a 3-minute survey... your anonymous answers will give us valuable feedback to improve NEWH members' experience.

[Click here to let us know](#)

On behalf of NEWH, we sincerely thank you for your past membership.

If you have any questions regarding your NEWH membership, please contact our office at 800-593-6394 or email [newh.membership@newh.org](mailto:newh.membership@newh.org)

What is your professional area of expertise?

What were your primary reasons for joining NEWH?

How long have you been an NEWH member? With what chapter or region?

Overall, how satisfied are you with NEWH?

What did you like best about being an NEWH member? What did you like the least?

How many NEWH events have you attended in the last 12 months?

Do you believe you were adequately informed of NEWH events?

Did you feel welcome into NEWH?

Who paid for your NEWH membership dues?

Please indicate three top reason(s) for not renewing your membership:

- I thought I had renewed\*
- Did not know how to renew\*
- My financial situation has changed and membership is no longer affordable
- My company will no longer contribute to my membership
- I am no longer employed in the hospitality industry
- Retired (Please note: retired members are eligible for reduced dues\*)
- I am unfamiliar with what the organization does
- Meeting times/locations are not conducive to my schedule
- I do not have time to be involved in the organization
- I do not think the organization is effective or of value (programs, services, etc. do not meet my needs)

Please rate the following:

- NEWH provided me with opportunities to network with industry professionals.
- My NEWH membership was essential to my career success.
- NEWH scholarships and student programs contribute to the future of the hospitality industry.
- NEWH is the recognized voice of the hospitality industry.

Are you a member of the following professional organizations? (check all that apply)

- ASID
- IIDA
- Other

If so, how would you compare them to NEWH?

What is the one thing NEWH could do to entice you to become a member again?

What could be done to improve the NEWH experience for new members?

Would you like to be contacted by NEWH about your responses?

## NEWH BRANDED PROGRAMS

### WOMEN IN BUSINESS



Join us for a rousing conversation with women business owners...

#### WHAT EXPERIENCE HAS TAUGHT US.....

- How to Develop Your Own Brand
- The Fine Line between Confidence and Arrogance, Can You Differentiate?
- Fortitude ... What it takes to Stay the Course
- The Art of Negotiation
- The Politics of Doing Business



**Ani Ruiz Chang**  
Principal, Sem Fim

**Elizabeth Moore**  
Vice President, Masland Hospitality

**Gretchen Gilbertson**  
CEO, Séura Incorporated

**Randy Rubin**  
Principal, Crypton Fabrics, Inc.

**Deborah Herman**  
Principal, Fabric Innovations

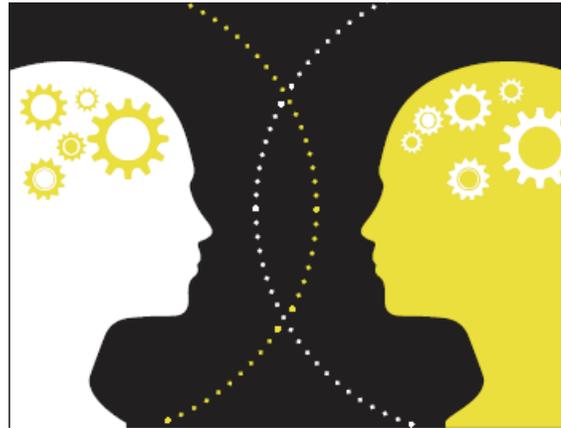
**Lisa Villarreal**  
President & CEO, Lily Jack

**Mandy Li**  
President, Mandy Li Collection

Local, high profile, women in architecture, design and purchasing will also join the panelists.

See us at your local NEWH Chapter

### NEWH MENTORING



## INSPIRE AND BE INSPIRED!



SPEND TIME WITH AN INDUSTRY LEADER TO

- Build Leadership skills
- Understand your goals and possibilities
- Learn to work efficiently and productively
- Network to build relationships
- Discover your priorities

This is your opportunity to sit down with a well known, industry professional for an in depth mentoring discussion which will assist you in focusing on personal and professional growth within your hospitality field of interest. The mentoring program will provide you with support for an additional six months.

Seize the opportunity today by going to <http://newh.org/resources/mentorship/>. Fill out the form and let us know of your interest. We will contact you when we have an event set up with your chapter.

Limited space available.

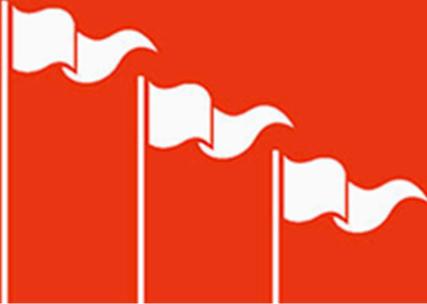
## HERE'S HOW IT WORKS

### NEWH, INC

takes our mission of scholarship, education and leadership seriously. We believe that with the correct tools, mentor opportunities and networking, our students, new graduates and young professionals will have success in their hospitality industry careers. To further support that mission, NEWH is launching a mentorship program. The program is specifically designed to support students, new graduates and young professionals who are entering the hospitality industry. We will be presenting a series of programs for each of the following disciplines: Interior Design, Procurement, Sales, and various aspects of Hospitality Management. Education is the cornerstone of NEWH and we hope you will join us as we enlighten, educate and share growth opportunities for our membership and the industry at large.

INTERESTED IN LEARNING MORE ABOUT THE PROGRAM AND HOW TO GET INVOLVED? SHOOT US AN EMAIL!

SANDY BANKS  
SANDY@SANDYBANKS.COM



# Thurs Aug 4

The Alford Inn | Winter Park, FL 32789  
2:00 – 5:30 pm

# BrandED

An Educational + Networking Event Sponsored by NEWH, Inc.

## Speakers



**Eric Nicolas**  
Director Innovation & Design



**Shannon K. Davis**  
Director, Plan Review



**Stephano Delorenza**  
Associate Manager,  
Architecture & Design  
Program Lead, Design  
Immersion

## Designers + Architects

Don't miss this extraordinary business opportunity to learn about IHG brands and what they see in the future.

### AGENDA

- 2:00 – 2:30 Registration
- 2:30 – 4:30 IHG Presentation
  - Meet IHG
  - IHG America's family structure
  - Lifecycle of a project
  - Brands and brand design
  - PIP/Plan review process
  - Design immersion
  - Example projects
- 4:30 – 5:00 Q & A
- 5:00 – 5:30 Networking

**RSVP Required: [www.newh.org/sunshine/branded](http://www.newh.org/sunshine/branded)**  
**Limited seating — Register Now!**  
**\$45.00 members and \$75.00 non members**  
**Complimentary parking for attendees.**



\*IHG® Rewards Club not applicable to Kimpton® Hotels & Restaurants; to be included at a future date.

## NEWH, INC. INSTAGRAM GUIDELINES

### Goal:

Grow awareness to NEWH through Instagram by displaying images that showcase our mission and events that are happening on an International and Chapter level.

### Objectives:

1. Post an image daily
2. Be consistent with message
3. Market scheduled events
4. Keep post professional
5. Engage your followers
6. Drive traffic to website

### Ideas of what to post:

1. Post pictures of members
2. Post quotes that relate to our mission statement
3. Tell a short story
4. Hold contest
5. Thank event sponsors (including sponsor logo)
6. Post meeting notices on Instagram
7. Post event wrap-up photos (i.e. 'look what you missed')
8. Promote one member per month
9. Highlighting TopIDs
10. Highlighting scholarship recipients
11. Sustainable tip a week

### What **NOT** to do/post on Chapter or NEWH Inc Instagram pages:

1. Post too many times (more than 3 times a day)
2. Share partying images
3. Overuse hashtags (no more than 15 hashtags)
4. Use an advertising platform (no ads, thanking sponsors is ok)
5. Use profanity
6. Use someone's photo without giving them credit
7. Post without captions
8. Political Statements or Views
9. Ignore followers comments
10. Auto share every Facebook or Twitter post

### Chapter Guidelines:

1. Only 2 people on the board are to have the rights to Instagram. The Board should approve who these 2 people are since they will have Social Media privileges and passwords.
2. Only one password is to be used for Chapter Boards, The password is to be provided to NEWH, Inc. as well.
3. The password for the Chapter is to be changed if and when a person with Instagram privileges no longer participates in posting.

### Hashtags:

#Hospitality Industry  
#Raisingmoneyforscholarships  
#NEWHInc  
#donate  
#nonprofits  
#hospitalitydesign

#leadership  
#education  
#hospitalityscholarships

### Tags:

@NEWHInc  
#chapter (i.e. @NEWHDallas, @NEWHAtlanta, etc.)

Non-Profits to follow on Instagram for inspiration

<http://www.nonprofitmarketingguide.com/blog/2015/04/16/50-nonprofit-instagram-accounts-you-should-follow-right-now/>

Please follow NEWH, Inc. on Instagram @NEWHInc

## NEWH/INDUSTRY CALENDAR

2018			
18-Jan	NEWH Regional Tradeshow-Houston		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
January	NEWH, Inc. Board of Directors Meeting		
9-12 Jan	Heimtextil		<a href="http://heimtextil.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html">http://heimtextil.messefrankfurt.com/frankfurt/en/aussteller/willkommen.html</a>
12-15 Jan	DOMOTEX	Hanover, Germany	<a href="http://www.domotex.de/home">http://www.domotex.de/home</a>
19-23 Jan	MAISON&OBJET Paris	<a href="http://www.maison-objet.com/en/paris">www.maison-objet.com/en/paris</a>	<a href="http://www.maison-objet.com/en/paris">www.maison-objet.com/en/paris</a>
22-24 Jan	ALIS	JW Marriott and Microsoft Theatre, LA - CA	<a href="http://www.alisconference.com/">http://www.alisconference.com/</a>
23-Jan	BD Drinks by Design	Los Angeles, CA	
30 Jan-1 Feb	SURFACES	Mandalay Bay Convention Ctr, Las Vegas, NV	<a href="https://tisewest.com/SURFACES">https://tisewest.com/SURFACES</a>
1-Feb	BD Drinks by Design	San Francisco, CA	
6-8 Feb	Surface Design Show	Business Design Ctr, London, United Kingdom	<a href="http://www surfacedesignshow.com/">http://www surfacedesignshow.com/</a>
17-20 Feb	RHEX, Rimini Horeca Expo	Rimini Fiera, Rimini Italy	<a href="http://www.rhex.it/">http://www.rhex.it/</a>
27 Feb-1 Mar	BD Winter Forum	Vail, CO	
4-6 Mar	HI Design MEA	Art Rotana Manama, Bahrain	<a href="http://www.hidesign-mea.com/">http://www.hidesign-mea.com/</a>
5-8 Mar	Hotelympia	EXCEL, London, United Kingdom	<a href="http://www.hotelympia.com">http://www.hotelympia.com</a>
15-Mar	NEWH Regional Tradeshow-Atlanta		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
4-7 Mar	KBB Birmingham		<a href="http://www.kbb.co.uk">http://www.kbb.co.uk</a>
7-9 Mar	HD Summit	Monarch Beach Resort, Dana Point, CA	<a href="https://www.hdsummit.com/">https://www.hdsummit.com/</a>
1-Apr	Design & Dine	Beverly Hills, CA	
4-5 Apr	BDwest	Los Angeles, CA	
12-Apr	NEWH Regional Tradeshow-Bethesda		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
16-19 Apr	Hostelco 2018	Fira Barcelona, Gran Via, Barcelona Spain	<a href="http://www.hostelco.com/">http://www.hostelco.com/</a>
30-Apr	NEWH Founders Circle	Mandalay Bay Convention Ctr, Las Vegas, NV	
1-May	NEWH, Inc. Board of Directors Meeting	Mandalay Bay Convention Ctr, Las Vegas, NV	
2-4 May	HD Expo 2018	Mandalay Bay Convention Ctr, Las Vegas, NV	<a href="http://www.hdexpo.com">http://www.hdexpo.com</a>
3-4 May	Australasian Hotel Industry Conference and Exhibition	Grand Hyatt Melbourne, Australia	<a href="http://www.ahice.com.au/">http://www.ahice.com.au/</a>
20-23 May	ICFF	Javitz Convention Center, New York, NY	<a href="http://www.icff.com">www.icff.com</a>
June	NEWH Regional Tradeshow-London		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
3-5 Jun	International Hospitality Industry Investment Conference	New York Marriott Marquis, New York, NY	<a href="http://www.scps.nyu.edu/academics/departments/tisch/conferences-events/ihii-conference.html">http://www.scps.nyu.edu/academics/departments/tisch/conferences-events/ihii-conference.html</a>
4-5 Jun	Hotel Summit 2018	Radisson Blu London Stansted	<a href="http://hotel-summit.co.uk/">http://hotel-summit.co.uk/</a>
6-8 Jun	HI Design Europe	Andel's by Vienna House Hotel, Berlin, Germany	<a href="http://www.hidesigneurope.com/">http://www.hidesigneurope.com/</a>
12-14 Jun	EXPHORE	San Jose, Costa Rica	<a href="https://www.exphore.com">https://www.exphore.com</a>
24-26 Jun	BD Senior Lifestyle Design Match	Austin, TX	<a href="http://seniorlifestyledesignmatch.com/">http://seniorlifestyledesignmatch.com/</a>
24-26 Jun	HOTEC Design	The Ritz-Carlton Sarasota, FL	
25-27 Jul	Summer Forum	Napa, CA	
September	NEWH Regional Tradeshow-Pittsburgh		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
6-9 Sep	BOND Diseñotel	The Westin Playa Bonita Resort, Panama City, Panama	<a href="http://www.bondevents.com/en/event/bond-disenotel/#attendees">http://www.bondevents.com/en/event/bond-disenotel/#attendees</a>
October	NEWH Regional Tradeshow-Dallas		<a href="http://newh.org/events-list/newh-regional-tradeshows/">http://newh.org/events-list/newh-regional-tradeshows/</a>
1-3 Oct	BD Fall Forum		
16-19 Oct	Hostelco 2018	Gran Via Exhibition Centre, Barcelona, Spain	<a href="http://www.hostelco.com/en/home">http://www.hostelco.com/en/home</a>
Nov	Design & Dine	New York, NY	
10-Nov	NEWH, Inc. Board of Directors Meeting	Javitz Convention Center, New York, NY	
10-11 Nov	NEWH EC Strategic Wrap-up	Javitz Convention Center, New York, NY	
11-12 Nov	BDNY		<a href="http://www.bdny.com">www.bdny.com</a>
12-Nov	Gold Key Awards	New York, NY	<a href="http://www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/">www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/</a>
13-Nov	Platinum Circle Awards	New York, NY	<a href="http://www.hospitalitydesign.com/awards-events.shtml">www.hospitalitydesign.com/awards-events.shtml</a>

**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: November 11, 2017

Motion Number:

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Motion seconded by: \_\_\_\_\_

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

Notes on discussion: