

Chapter Marketing Call Discussion Notes August 31, 2016

Invited participants:
Chapter Presidents, Chapter VPs/Development, Publications, PR, and Internet Communication Chairs

Chapter Status/Ideas shared

Atlanta

Good at keeping members informed of all events that are happening. Doing a quarterly wrap-up of what they just finished and what to look forward to keep people informed and also vendors cut back on budgets toward end of year and this lets them know what's coming up. Most is done via Facebook and will be doing Instagram as well.

Comments: Pinterest came up in the discussion – would there be an opportunity to highlight people in the chapters (installations, etc.). Seems like suppliers and designers are using it more and more. If a chapter is willing to explore/launch a Pinterest page to be a beta test for NEWH. A lot of designers maintain their own Pinterest board, this could keep them interested as well. Cathy from Atlanta will look into this and talk to her board for input.

San Francisco

Suggested to add your chapter events to your Facebook page – it's a great reminder for people who aren't on Facebook a lot to see the events coming up in the event section.

Arizona

Trying to get sponsors for their chapter page on the website – talked to them about adding logos on the chapter calendar page and the home page as well.

Leadership Conference Update

LC Feb 9-11 – Denver, CO. Inspirational speakers, great key-note, lots of Saturday afternoon activities available. Bring this up at your board meetings – who is going, is your chapter helping out with any expenses? Also, bring students. Your scholarship fund can help pay for scholarship recipients travel/lodging.

Presidents' dinner on Thursday night – good opportunity to meet with owners. OR table will take place as well. There is something for everyone!

Other reminders:

NEWH Magazine deadline is September 12.

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - Trisha Poole trisha@designpoole.net NEWH Inc. President
 - William Stuart wstuart@costantinidesign.com NEWH Inc. Director of Marketing
 - Helen Reed hlreed88@gmail.com NEWH Inc. Executive Advisor

We look forward to assisting you in any way we can to make your job easier! 800-593-6394