

**Chapter President / Past President Call**  
**Discussion Notes**  
**Monday, February 8, 2016**

Invited participants:  
Chapter Presidents, Chapter Past Presidents

Please mark your calendar to participate in the next quarterly Presidents call. You will get a Ready Talk invite for the call.

- May 18
  - July 26
- Choose the time that works for you:
- 8:00am Pacific/11:00am Eastern
  - 4:00pm Pacific/7:00pm Eastern

Trisha Poole, NEWH, Inc. President led the conference call.

### **Starting the year off right**

New people on your board should be aware of their position responsibilities and what is expected of them. You can find detailed job descriptions of each board position on the website in the NEWH Board Resources area (under General Resources and Training folder).

Each board member should have signed the code of ethics and conflict of interest policy, and make sure they understand what they signed. NEWH is a business and we do need professionalism. Please turn the signed documents in to Nicole Crawford at the NEWH, Inc. office. If you have questions, Nicole would be happy to answer them.

[nicole.crawford@newh.org](mailto:nicole.crawford@newh.org)

### **Budgets / Business Plans**

Has your chapter done strategic planning for the year? Your chapter budget is due to the NEWH, Inc. office by the end of February as well as your business plan.

You can find a business plan template on the website under the NEWH Board Resources in the General Resources folder.

Don't let the business plan template intimidate you – it's basically a list of your board of directors, your calendar, your chapter goals, and then it's encouraged that each director put a goal or two down for the year that they'd like to accomplish (i.e. the membership director could have a goal of reaching out and get more designer members or culinary members. And then how do you intend to do that? By offering programs that would entice those types of attendees).

It is required that each chapter submits a business plan.

## Marketing Director – new position

The thought behind the new director position was having one person on your board truly focused on marketing. The Marketing Director would work with the VP/Development and your other directors to ensure the materials/invites/collateral/messages that your chapter is putting out are unified, effective, timely, and following NEWH brand and guidelines.

Since this is a new position, the NEWH, Inc. office and Executive Committee welcome any documentation or plans you are developing within your chapter to follow the above marketing guidelines. Please forward to the NEWH, Inc. office to share with other chapter marketing directors.

## Running your meetings effectively

Presidents - request agenda items prior to meeting and get out the agenda prior to the meeting. If you have a large board, ask your VPs to get agenda items from the directors they oversee. Be respectful of everyone's time – use the Robert's Rules of Order in your meetings to stay on track.

Use the parking lot and park anything committee items that come up – stay focused on your agenda topics and time. Have VPs give reports of their directors who aren't at the meeting.

Board meeting time – discuss your meeting time and location – does it work for all your board members? Look at other solutions – the Northwest chapter is also using Zoomcall (video conferencing) – to bring in their Portland people – it's helpful to have a visual as part of the call.

Some chapters also have executive committee meetings between regular board meetings which help focus your board meetings so the chapter's EC is all on the same page when going into the regular meeting. It helps to streamline the meeting and make it more efficient.

## Setting your calendar early

Review your calendar and set your calendar for the year. Once you have solid dates set, send to NEWH office to list on your website chapter calendar. If any dates are changed throughout the year, you also have the date updated on the website (all calendar events for the magazine are taken directly from the NEWH website calendar). Please send updates to Diane at [diane.federwitz@newh.org](mailto:diane.federwitz@newh.org)

This is important for sponsorships as well for the year when they know what kind of events you are planning. Some chapters send a sponsorship menu out to their chapter requesting annual sponsors. (samples attached of a few flyers some chapters put together last year)

## Committee Members

Establish Committees – in a perfect world, your committee members will be your board members' successors. Get members involved in committees early in the year.

**Don't wait for people to step up voluntarily – be proactive and ASK for their assistance!** Divvy up specific tasks for the committee members and ensure those people know that they are responsible for that specific task. Once they have completed task

successfully and realize it didn't take too much time, they may be more apt to volunteer again.

Think about breaking your program tasks down by event (i.e. one small committee is responsible for the sundowners, another small committee is tasked with your hotel tour event, another one for your CEU, etc.)

One chapter has group committee calls that meet monthly (2 weeks prior to board meeting) so they can submit their committee notes to the board agenda. It has really streamlined board meetings and aided in getting things accomplished.

Another smaller chapter board gets through their agenda in an hour and then breaks into small groups after the official meeting to meet with committee members.

Take advantage of your students for committee members! In exchange for their volunteer time, let them attend your event at no charge. Or, encourage new graduates (associates) to join your board, some chapters are willing to pay to upgrade the person's general membership in order to serve on the board.

### **Board of Directors Listing**

Look on your chapter page board of directors listing – is everyone is listed? Does each board member have a photo and bio? You can send pictures or bio updates directly to [newh.membership@newh.org](mailto:newh.membership@newh.org). (Note, if someone isn't listed on the website, it's either because we do not have your current board listing or the person has not paid their dues. Please contact the NEWH office.)

### **Use Available Resources**

Have an issue or something you want to discuss? Please reach out to the Inc. office or the individuals below for any help you need. Think of us as an extension of your chapter board and know you have support when needed.

Trisha Poole  
NEWH, Inc. President  
[trisha@designpoole.net](mailto:trisha@designpoole.net)  
(321) 773-9000

Helen Reed  
NEWH, Inc. Executive Advisor  
[HLReed88@gmail.com](mailto:HLReed88@gmail.com)  
(804) 644-5177 x203

Julia Davis Marks  
NEWH, Inc. Past President  
[jmarks@picture-source.com](mailto:jmarks@picture-source.com)  
(206) 226-8906

Or feel free to call the NEWH office if you have any questions. – 800-593-6394.  
We look forward to assisting you in any way we can to make your job easier!

 <p>Your Guide to a Colorful Year</p> <h1>2016</h1> <p>Check our Facebook and Instagram pages for updates!  <a href="http://www.facebook.com/NEWHDallas">www.facebook.com/NEWHDallas</a>  <a href="http://www.instagram.com/NEWHDallas">www.instagram.com/NEWHDallas</a></p> <p>NEWH.org/chapters/dallas</p>	5K WALK/ RUN	MEMBERSHIP DRIVE	NEXT & NOW	THE TOUR	THE TOUR  CEU
	FEBRUARY 20	MARCH 22	APRIL 20	APRIL 26	JUNE 28
	THE TOAST	THE TASTE	REGIONAL TRADE SHOW	SCHOLARSHIP DINNER & LIFE OF DESIGN	HOLIDAY TOUR
	AUGUST 30	SEPTEMBER 27	OCTOBER 27	OCTOBER 28	DECEMBER 13

AN INVITATION FROM  
THE CHAPTER PRESIDENT

Welcome to 2016!

Celebrating the 25th Anniversary of the NEWH Dallas Chapter, your Board of Directors has already been hard at work creating a program calendar packed with incredible events for our Hospitality community. We invite you to help us celebrate throughout the year.

The Toast, The Tour, and The Taste will continue to offer opportunities for members and non members alike to network. The second annual membership golf drive continues to ensure our chapter member base increases with new members. Once again, the Scholarship Dinner and Life of Design fundraising event are being combined to celebrate our scholarship recipients and raise proceeds for the Dallas scholarship fund. The Dallas Chapter will host the Regional Trade Show to be held in October in conjunction with the Scholarship Dinner and Life of Design fundraising event.

I would personally like to thank the 2016 Board of Directors for their commitment and time spent to ensure we offer the best to our community. I would also like to thank all of the many volunteers who help throughout the year. And last, but not least, thank you to our student members who continue to attend and participate at our NEWH events.

In the Spirit of Networking and Making a Difference.....



Ron McDaniel

2016 Chapter President

NOT A MEMBER YET?



NEWH Dallas wants YOU to be a member of our Chapter!

For information and benefits, please contact

Lindsay Schardt

Membership Chair

NEWHDallasMembership@gmail.com  
or join or renew online at [www.newh.org](http://www.newh.org)

<p>Las Vegas <b>NEWH</b> The Hospitality Industry Network NEWH.org/chapters/las-vegas</p> <p><b>2015</b></p> <p><i>dates subject to change</i></p> <p><b>VEGAS RENAISSANCE</b> <i>Hospitality's Lead in the Recovery</i></p> <p> Like us on Facebook!</p>	<b>TOUR</b>	<b>THIRSTY THURSDAY JOINT WITH ASID</b>	<b>FUN EVENT</b>	<b>"BATTLE FOR THE GREEN TOQUE" SUSTAINABLE EVENT</b>	<b>SCHOLARSHIP AWARDS</b>	<b>THIRSTY THURSDAY</b>
	JANUARY 29 2015 Board Installation	MARCH 19	MARCH 26 Membership Drive	APRIL 23 Mystery Basket Competition of NV Culinary Students	MAY 28	JUNE 25
	<b>TOUR</b>	<b>THIRSTY THURSDAY</b>	<b>TOUR</b>	<b>THIRSTY THURSDAY</b>	<b>ROUNDTABLE LUNCH &amp; HOSPY AWARDS</b>	<b>THIRSTY THURSDAY</b>
JULY 23	AUGUST 27	SEPTEMBER 24	OCTOBER 22	NOVEMBER TBD	DECEMBER 17	

<p><b>NOT A MEMBER YET?</b></p> <p>For information and benefits, please contact Membership Director Rachel Daus Rachel@StudioSource.net</p> <p>or</p> <p>Programming Director Wanda Luna Luna@Univ-Design.com</p> <p>NEWH.org/chapters/las-vegas</p> <p>Las Vegas <b>NEWH</b> The Hospitality Industry Network</p>	<b>SPONSORSHIP OPPORTUNITIES</b>	
	<p><b>DESERT INN SPONSOR</b> \$1000 Donation</p> <p><b>PERKS:</b> 3 minute plug at the event Recognition at the event Logo will appear on the invite Logo on NEWH Las Vegas website Link to Sponsor's Website</p>	<p><b>STARDUST SPONSOR</b> \$300 Donation</p> <p><b>PERKS:</b> 1 minute plug at the event Recognition at the event Logo will appear on the invite Logo on NEWH Las Vegas website</p>
	<p><b>DUNES SPONSOR</b> \$500 Donation</p> <p><b>PERKS:</b> 2 minute plug at the event Recognition at the event Logo will appear on the invite Logo on NEWH Las Vegas website</p>	<p><b>THIRSTY THURSDAY SPONSOR</b> \$250 Donation</p> <p><b>PERKS:</b> 1 minute plug at the event Recognition at the event Logo will appear on the invite Logo on NEWH Las Vegas website</p>