

**Chapter President / Past President Call**  
**Discussion Notes**  
**Monday, February 27, 2017**

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 25
  - August 1
- 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.

**Chapter Updates:**

**Sunshine** - Had member drive in February - it went well and had private venue to themselves. They have a set event calendar and working on general sponsorship calendar. They set their fundraiser for October this year. Hosting a Regional Tradeshow in Orlando next week. Their first women in business panel coming up as well.

**Dallas** – calendar is online and they had it printed out on a small card and are taking to design firms. They recently had their E3 student next – very successful. Membership drive coming up in March and our first coordinated event with IIDA tonight. Secured 5 sponsors for the year for \$5,000 each – which takes care of all toasts/tours – all other sponsorships are event by event basis.

**San Francisco** – year is starting out well – already looking at wine by design plans. Adding an event this year with a culinary school – students will be doing a competition to be held on March 24. Few local chefs will be the judges for the competition. PR is coming along better than in past years.

They are doing an annual sponsorship for the first time – started asking end of January – looking for 5-7 at \$3500, have 3 commitments so far. Asked for opinion when other chapters launch.

**Comments** – Rocky Mountain did their second annual sponsorship this year. Last year launched it Jan/Feb, this past year they launched in Nov and offered early bird prices through the first week in Jan. They have close to 8 annual sponsors this year. Dallas has strategic planning in Nov and they work through their annual sponsor menu and start asking before end of year. Be sure to have benefits outlined well.

San Francisco also looking at shared event next year with IIDA, AIA, and some other associations that participate. How do you share that responsibility when you have multiple people?

**Comments:** Dallas commented responsibilities were assigned per organization. Because of how NEWH is set up as a 501c3 we are more restricted as to what we can do. As long as there are honest and frank conversations up front and each organization has a responsibility, it can work. For Dallas, it is one of their programming events.

**Rocky Mountain** – has a good marketing team with a marketing director – and a chair that focuses on newsletter, another chair focuses on social media. They set up files on shared drive to put content on social media. Also added a strategic alliance chair who is helping with the marketing team as well. Trying to regroup since the leadership conference, have board meeting this week. Working on combining events this year – working on quality over quantity for events. Also looking at smaller type events that will still provide value to attendees. Have found success getting agenda out two weeks prior which is helping the directors reach out to people before the meeting to give reports. They are in the middle of scholarship application process.

**Chicago** – this year their tradeshow will be held in the fall. Kingpin bowling is coming up in March. Will be rebranding their Bootleggers events – it will be held around Thanksgiving with a focus on scholarship awards and TopID awards. They are partnering with another organization called Original – an upcoming panel event that will educate people on trends, and authenticity in designing furniture/lighting.

**Washington DC** – one of VPs stepped down – they are looking at other board members/chairs to see if anyone would be interested in stepping up.

**Comments** – Atlanta was in same position. Looking at a director to step in – be sure that person observes the succession plan in place.

Washington DC asked if anyone has had success at holding a membership event at the end of year?

**Comments** – Atlanta does their event at the end of the year. For consistency it's ok, but people do wait to join. The chapter changed their dues this year and offered new members half off membership dues at the end of the year.

**Northwest** – took whole board to Leadership Conference. Hoping all had benefited from that. Did have membership drive in Seattle and one in Portland. With that, a question came up - how can they make Portland feel more connected to their chapter?

**Comments** – Washington DC has all of VA, DC and MD. Most events are in DC area, but they are trying to reach out to other areas to have more events in those areas. Communication is the most difficult part – being sure those people renew and we have their updated contact info. They are looking at a Richmond liaison (a rep in that area) – is helpful because they are in so many of those Richmond locations to help spread the word.

Just be careful what you do for outreach not to hurt your current loyal memberships/budgets, etc. The events that worked for SUN in Tampa was a hotel tour, and they are having a networking events this year.... They try to take 3-4 people from Orlando area to Tampa area to attend. You may have to have events that draw people (tours, etc).

NW has sundowners in Portland, but also have had hotel tours and panel discussions there. Their issues are more of an emotional issue – because of the 3-hr geographical difference they feel like a stepchild, and their issue is to try to get them not to feel that way. They talked about mirroring events that they have in Seattle.

## **Leadership Conference**

In talking about future leadership conferences, please discuss with your board members the importance of attending on Saturday. There was low attendance on Saturday at the conference. Since your chapter is helping to cover costs and expecting you to be there, if they do not show up they should not be reimbursed by your chapter.

## **BrandED Event**

Inc. is looking at BrandEd events and are working through some dates and commitments together. If you requested interest to NEWH, your chapter is on the list. Out of the 10 that were interested, we are trying to fill them all. We've already had conversations with Marriott, IHG, and Hyatt - Best Western and Hilton we are scheduled to speak with. We will have at least 4-5 strong brands - asking them to offer 3-4 a year, some chapters may be able to have 2 brands per year. We are looking at having final schedules by end of April.

## **OTHER – General Resources**

### **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 was 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.

### **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? 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.

### **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.)

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

Cindy Guthrie  
NEWH, Inc. President Elect  
[cindy@guthrieassociates.com](mailto:cindy@guthrieassociates.com)  
(561) 753-9506

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!