

**Chapter President / Past President Call**  
**Discussion Notes**  
**Wednesday, May 20, 2015**

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.

- July 28  
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.

### **Effective board meetings**

Everyone is busy and some chapters are finding that board members are very busy and it's really hard to get all board members to attend the board meetings.

Make sure you are productive with your meetings – focusing on the big issues that are important. You may not have to cover every director position – be sensitive to people's time.

Some chapters have found that others step up when they can, knowing that when they are busy, they would count on others to step up for them.

Are board members having a hard time getting to the meetings? Try to do all you can to figure out schedules of those that may not be attending and try to work around them a bit more. Everyone is busy but some people can be more flexible with their schedules to meet at different times.

Also, be cognizant of your locations – making sure it's a quiet place you can conduct a meeting.

Look at maybe altering the meetings (instead of an evening meeting, plan a breakfast meeting) – or, once every few months, have a conference call board meeting instead of meeting somewhere.

This is volunteer time – find a way that their position is rewarding and fun for them – this may help getting people there, making sure that NEWH is a priority in their eyes and they actually WANT to be there and be involved.

**Sunshine** shared its procedure: Their meetings don't last more than an hour – the president asks all committee and directors 5 days prior to meeting for agenda items and status reports. She inserts those into the template that's on website, and then sends out a draft agenda to the Executive Committee members on the board (EC is made up of president, VPs, past president, executive advisor, secretary, and treasurer). The EC then has a call prior to the board meeting - in that discussion they may add or remove items from the agenda and they craft the meeting so it's more efficient. This really helps flush out ideas/issues and makes your board meetings run more effectively. Then, the president sends out the agenda to the entire board a day before meeting. The whole process works like a well-oiled machine – they have a timekeeper and are all on the same page and know how much time they have.

What if people are not issuing their report - how do you deal with it? President should reach out to them personally to help them or remind them. They should not be called out in front of the board that they didn't submit one - reach out to them. So a five-day buffer prior to the meeting is good to ask for the reports being due.

**North Central** shared its procedure: The president asks for agenda items beforehand as well - meetings do not last more than 1 to 1.5 hrs. Lengthy discussions are parked if need be. Many people who join their board appreciate the brevity of the chapter's board meetings.

**Northwest** shared its procedure: the board is broken up into four groups - programming/events, marketing, finance, scholarship - those groups have conference calls every month - and reports then come from those meetings into the general board meeting.

If you have concerns please call Trisha or the NEWH Inc. office and we can help you work through any issues you may have.

### **Mid-year status check - does your chapter have open board positions?**

One chapter mentioned they have several open positions that they'd like to get filled - most are important positions on the board and can be overwhelming positions for new people to jump in on.

*Advice:* If a VP position is open, possibly look to other board positions to move a person into the VP position. Persuade the right person - make sure you are upfront with what the role is and don't fabricate what the role entails.

You will have much better luck asking someone personally face-to-face - talking to them directly, rather than sending out a general email asking for volunteers.

In the meantime - don't spread yourself too thin if you have a small board - don't overtask the board you have. All chapter boards have transition times of full board to small boards. Be sure not to burn out the board members you have.

### **Committees**

Being able to delegate and give people specific tasks, etc. is key to committee work - this also gets people involved and primed to move into co-chairs/director positions.

Be sure to reach out to general members - not just board members. Get your members involved!

Also, look to your students to help out as well in committees - students are sometimes an untapped resource. Get them involved, give them a break (or free) event tickets in order for them to be able to attend. Also look at associates to bring them into board positions - pay for the \$75 Inc. portion of membership to upgrade them to a general member in order to serve.

### **Succession planning - keeping your eyes open for future board leaders**

Have your EC meet and take the board's temperature as far as who will be with you next year - where you see them serving, what people you can ask or approach to serve, etc.

Establish a co-chair position to help out the director with the hope that the person will then move up to the director position. They will have been mentored/trained and it helps your board in succession planning.

Look at filling your board, being sure to put them in the right role, and roles they are passionate about. Make sure people want to be a part of that continuity. Literally, tell people that they would be great on your board, putting a bug in their ear – even if they aren't ready at that point, mention it to them so they keep it in the back of their mind and continually ask them from year to year. Let them know they will be supported and will have a good group of people to work with. The reality is people won't give up their time if they don't enjoy it – give them the reasons to be involved... establishing relationships, having fun, paying it forward, etc. Also explain the leadership development opportunities both at the chapter and Inc. levels.

Once people are involved, they will grow relationships with people – the hospitality industry is small and NEWH gives you the opportunities to build relationships with many people. NEWH goes with you wherever you go... if you transition into a different position, NEWH will still be there to support you.

## **New Business**

**New position on chapter boards for 2016 – Director of Marketing!** This person will assist the link between the Inc. office, international focus of what the whole organization is doing and making sure the chapters are connected – this should help take the load off VP / development.

Marketing is connected to everything – we will be developing the job description for this position within the next couple of weeks and will get that out to chapters. We're hoping all the chapters will get excited about this and fill the position – be sure the person you are looking at to fill it has a good sense of marketing and helpful to your chapter.

## **Policy**

Please be sure the membership of all your board members is in good standing. In order to serve on a board, a person must be an active NEWH member.

**If board members are not in good standing and hold a voting board position:**

- they will not be counted in a quorum or be able to vote
- if they are a signer on your chapter account, they will not be able to sign checks
- if they are a VP/delegate, they will not be reimbursed for any travel/lodging expenses.

Any questions? Contact us!

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  
[julia@dossee.com](mailto:julia@dossee.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!