

**NEWH Events Call  
March 14, 2017**

Invited participants:  
Chapter Presidents, Chapter VPs/Development, Programming and Fundraising Directors

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

- June 6
- August 14

Choose the time that works for you:

- 8:00am Pacific/11:00am Eastern
- 4:00pm Pacific/7:00pm Eastern

### **Chapter Event Status/Updates**

**Arizona** - Wine and Dine – 2nd year of this event – focus on bringing in culinary students from different schools around Phoenix area. They create appetizers for 100 people. They have the event on a design firm rooftop. Also have many tours scheduled, as well a newly opened aquarium inviting those design firms that designed it. Planning joint happy hour with NEWH/Las Vegas. Talking to some local restaurants who have newly designed restaurants – to experience some new restaurants in the valley.

Other Culinary ideas:

**San Francisco** – having Iron Chef this month to get culinary side involved. They are working with a local school and it's during the day/lunch time on a Friday. They have a good connection with one of the professors there. It will bring in area chefs and students in the field. There will be some judges to judge the presentation and food.

**Washington DC** – had a culinary program last year, called Urban Kitchen. Many small entrepreneurs can rent out the space to use the commercial grade equipment and conference meeting rooms to develop their brands/products. They did an event there which was great – had a good turnout despite the horrible weather, but was a good way to incorporate the culinary side to educate the business of doing something new. Had about 6 different small start-ups that were showcasing their food.

Another idea - combining restaurant design with a culinary aspect – creating a menu based on the restaurant design to involve students and interior design side.

Use your education professionals to help you reach out to the culinary students.

**Northwest** – has an event coming up, something new and unique – they are going to offer on two consecutive Thursdays in June for members only, a sketching class with a very senior designer known in the hospitality industry. They will limit to 20 attendees – so far the designers on board and that they've talked to are really excited about it. Also having their Savor fundraising event in July.

**Dallas** – partnering with IIDA, toured a new hotel. Venues are getting to be very expensive – with a minimum of \$3500 plus gratuity/tax, so it was nice to partner with another organization. Had about 75 show up. Planning a panel discussion, based on life experience – bloopers and blunders type set up, with panel members sharing crazy stories that people could learn from. Their upcoming events may be a CEU and others – they are going to have people bring something (community service based – like food drive, book drive, pet drive, etc.).

**Chicago** – bowling event coming up that is always very successful, also planning summer social, sleigh ride before thanksgiving – more of a formal holiday event toward end of year.

**Sunshine** – just finished WIB panel – was a huge success. Doing a corporate 5K with a sustainability event and a sustainable tour in May involving local restaurant that grows all their own food. Planning a big circus themed event for FR this year in October at the Orlando Science Center. Will have carnival games, will have a sponsor for each booth with business giveaways. Also having caricature artists, magicians, and aerialists with each being a sponsor opportunity.

Sunshine held the first WIB panel – they had close to 90 people. This was a no-charge event that was held prior to the tradeshow to bring people to the tradeshow. A few people on the call attended and had very good things to share about it and had such great feedback. The women discussed how they work their business, how they came to be, etc.

*Women in Business Panel* - a panel of high profile women business owners, will speak on the lessons learned. These women, dedicated to the empowerment of women in business, will be informing members on current trends and attitudes that women experience in the business world. Three of your five panelists will be NEWH Corporate Partner Women business owners. We would then request that the chapter invite two local high profile women business owners to also participate to round out the panel. An open discussion between panel and audience will be facilitated by a chapter board member.

**North Central** – in January they did tour of a new studio, a local custom lighting manufacturer. Had glass blowing demonstration/refreshments – opened it up to people who were getting to know NEWH – had a 50-60 person cap. Have a tour of Radisson Red in downtown Minneapolis – along with a panel discussion. In April, they are doing an event with a local organization called Bridging – unloading trucks, etc. In June – food and beverage tour – maybe something on a rooftop. Fundraising in August with tradeshow in Sept/Oct – and a year-end event as well.

**Toronto** – just had a recent event, sit down meal with owners, designers on one side and vendors on the other side. We had people change seats after each course, which created good networking opportunities for the attendees. They held it at a restaurant that was designed by their TopID winner who spoke at the event.

**Pittsburgh** – hosts a second Thursday monthly sundowners in local hot spots around the city. They are in the process of putting together their first scholarship gala.

**Orange County** – trying to get annual sponsors. In April, they team up with LA and do the Hospitality Fashion Challenge held at BDWest. In June, they are planning their 2<sup>nd</sup> annual design panel for the TopID awardees. Last year they had 120 people show up with a design panel of two people from each TopID firm – which was a great event. In August, they are trying to get the BrandED series. October they are trying to plan a hotel tour or a CEU – or possibly a panel from each part of our hospitality industry. December they'll hold their annual scholarship awards event with a Toys for Tots drive.

**San Francisco** – in April they are focusing on a sustainability event, with a panel, creating awareness on different types of construction focusing on sustainability. They are also planning a mentoring breakfast taking place in their design center – connecting students with designers and prospective mentors. Also having a regional tradeshow this year, and some networking events throughout the year.

## Member/Nonmember Event Charge

Was a question of charging members for events...

Most chapters charge members and nonmembers. A few do members free events – but do see a little challenge with accountability of members not showing up.

## Annual sponsors – any advice on how to solicit?

**Northwest** – do successfully solicit annual sponsors – and they do cap it. As part of sponsorships you get to choose what is your signature event for the year where you are allocating your dollars, or portion of your dollars to an event and we make you title sponsor for that event. They charge 1k, 3k and 5k for their tiers. At the top level, they also get logo placement on every publication that they do all year – even if that particular event is not your signature event, your logo is still on all the signage, electronic communication from the chapters, they are put on banners, and the recognition at the event as an annual sponsor. Anything that will be branded – they give that sponsor first right of refusal (i.e. grab bags at event).

## How to get sponsorship opportunities for fundraiser to corporate partners?

Send sponsor menu to NEWH and ask us to send it to the NEWH Corporate Partners to offer them a chance to sponsor first. We will give them 4-7 days and then send to your regular chapter list. The earlier the better to get your sponsor opportunities out to potential sponsors so they can include in their budget.

## Reminders:

## Many Resources Available

There are many resources available on the NEWH website for fundraising. You do need to login in order to view the NEWH Board Resources area. Once logged in, go to the bottom of the home page, under Resources menu, click on NEWH Board Resources.



In the Programming/Fundraising folder you'll find many templates/samples to use for your directorship.

## Programming Events: Quality vs. Quantity

Chapters tend to do a lot – the key is to remember quality vs quantity. Instead of struggling putting on an event every month, plan 3-4 great programming events (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. If the programming director has a committee, maybe a committee member can just plan the happy hours, one can do a CEU, etc.

Think about the event – is this 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.

## Programming vs. Fundraising Events

To qualify for a programming event, the event must have an educational aspect. Did you have a speaker, a panel discussion, a tour, did industry members find your event informative and educational? You just held a programming event. Programming events are meant to be lower cost – enabling all your members to attend.

Is it going to be a 'FUN party'? NEWH doesn't throw parties unless they are FUNdraisers. Any event that is named 'gala' or 'black-tie' would be considered a fundraiser. A fundraiser makes money for scholarship – optimally your proceeds should be a minimum of 40%. A program should cover its costs and maybe have proceeds of 5 – 10%. A FUNdraiser's purpose is to raise money for NEWH's mission of Scholarship & Education; a program's mission is to develop relationships and build membership in a more business type setting.

Happy Hour events (sundowners, Tini Tuesdays, Thirsty Thursdays, etc.) are neither a program nor a fundraiser, they are not required to have any proceeds, and speakers or tours are not necessary. You have not contracted with a venue to provide a special room, etc. for a Happy Hour type event.

## Results of Activity Reports

Be sure you are pre-planning (budgeting) for your events by completing a preliminary Results of Activity Report (available as an Excel document on the website). **Chapters are required to submit a final Results of Activity Report for each programming event within 45 days after the event.** At the time of your broadcast email request, the NEWH Inc. Office will be reminding you to submit the report after the event. If we do not hear from you within 45 days after the event, the NEWH Inc. office will be calling you to complete it over the phone.

Any questions? Contact us!

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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!