

**NEWH Events Call  
March 3, 2015**

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.

- May 5
  - August 3
- Choose the time that works for you:
- 8:00am Pacific/11:00am Eastern
  - 4:00pm Pacific/7:00pm Eastern

**Leadership Conference Wrap-Up**

Comments those on call shared:

- Great event, well organized, good speakers
- Great events outside of conference
- Some suggestions –
  - Assigned seating in order to meet people outside your group
  - Offer more opportunities to connect one-on-one with executive NEWH Inc. board members and chapter board members
- Great experience for new people who just entered the hospitality industry

Proposed date for next conference – looking at early February 2017 in Denver, CO. Stay tuned!

**Regional Tradeshow Update**

Upcoming dates:

- Dallas, TX – January 22, 2015
- Hawaii – February 19, 2015
- Orlando, FL – March 19, 2015
- Chicago, IL – April 23, 2015
- San Francisco, CA – July 21, 2015
- Seattle, WA – September 22, 2015 – New Date!
- Minneapolis, MN – October 8, 2015

2016 – stay tuned for these locations:

- Atlanta
- Houston
- Los Angeles
- Washington DC
- Dallas

## **Tradeshow After Event**

If a chapter would like to have an after event, we encourage just a simple networking type event. Some chapters have lost money trying to do something more extravagant – they are finding the facilities charge a lot for an event, and they are also finding people are leaving the venue to take out clients to dinner, etc. Suggestion: get tradeshow exhibitor waiting list from Jena Seibel to see if they are open to help sponsor your chapter after event.

You can find up-to-date tradeshow information here: <http://newh.org/events-list/newh-regional-tradeshows/>

## **New Exhibitor Registration Process**

A lottery system will be incorporated with the next tradeshow signup within the next month. Stay tuned for details.

## **Recent Chapter Events:**

**Dallas** – Tuesday Toast event last week was canceled due to an ice storm - has been scheduled to March 3. Rodeo Drive is this month and already sold out. They are working on fundraising event in October. Next and Now event coming up in April – invite students to come for portfolio reviews and listen to industry principals.

**San Francisco** – they have new programming director who is bringing in new ideas, and the other night did SoulSpin event. Congregated beforehand for about an hour – walked across the street, worked out (spinning class) for an hour, and then had champagne after. Restoration Hardware was their sponsor. This was a different but fun event. This month doing a scavenger hunt.

**New York** – success in holding Toasty Tuesdays that include a hotel tour, it brings in designers who want to see those hotels.

**Atlanta** – re-implementing Toasty Tuesday which are their free networking events. Their latest one they held at a local restaurant that was recently designed by a local design firm – had a good turnout of designers. For sponsors – reach out to reps/vendors that have had a hand in the creation of that venue – they are more willing to sponsor if they can show their product. They get more designer turnout for hotel tours (free to show up and cash bar). They are trying to find value for their members – possibly charging nonmembers to attend these events.

**Los Angeles Founding** – looking at scheduling a factory tour and host is concerned about competitors attending. Best way to deal with it – be up front with the host and let the host know that they can politely ask competitors to stay in a waiting area. Or split the attendees into two groups and keep the one group outside of the factory areas they do not want competitors to see/tour.

**New England Region** – having an upcoming event – doing a portfolio review at a showroom/design center. They are bringing in an outside caterer and having a cash bar – catering company cannot accept credit cards. After some discussion, the region can use the swiper they have for purchasing tickets and the region can run the swiper. Be sure the drink ticket price has the merchandise fees added so that is covered in the cost of the drink. Please contact Julie Buntrock with any swiper questions.

**Rocky Mountain** – having an upcoming CEU and working on their scholarship event plans. They also have a golf event this summer they will be starting to plan.

Look at what other chapters are doing – participate in discipline calls, read the chapter reports in the board packets, sign up for other chapter email lists. Call another board member at another chapter and have conversations with them about they are doing – bounce ideas off of one another.

## Membership Value

Inform potential members on the Chapter Level Business membership – let people know the value in that membership. Chapter Level Businesses can have all employees attend a chapter’s programming event at the member price, and the memberships belong to the business so the business can replace an employee that leaves the company. For more information – go to <http://newh.org/chapter-level-business-membership/>

It was suggested to have a cheatsheet chapters can use on member benefits/value. The NEWH, Inc. office will work on creating a one-page cheatsheet to share with chapters. Stay tuned...

## Programming Events: Quality vs. Quantity

Show member benefit for your events – look at quality vs. quantity events. Instead of struggling putting on an event every month – look to schedule a few less events for the year but very high quality events. Look at 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.

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.

Happy Hour events 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.

### REMINDER:

#### 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!