

## NEWH Events Call May 5, 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.

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

### Regional Tradeshow Update

Upcoming dates:

- San Francisco, CA – July 21, 2015
- Seattle, WA – September 22, 2015
- Minneapolis, MN – October 8, 2015

### Recent Chapter Events:

**Arizona** – Just had a good event on April 24 – speaker Tziporah Salamon – who is featured in a blog/book entitled “Advanced Style.” 45 people attended and were captivated for 2 hours. They raffled off 4 copies of the book and also time with a makeup artist. They did compete with four other industry events that day so didn’t have as many attendees as they hoped, but they did reach outside of the industry to attend and advertise this event because the speaker attracted individuals from vintage stores, etc.

**Sunshine** – have had monthly sundowners, with their board meeting before so board members are there to attend. They change locations every three months or so and sometimes include a hotel tour. They are struggling with their fundraising event – they’ve typically had bowling or golf but are going to switch it up this year and have a casino event in hopes to bring new excitement to their fundraiser. They did hire a group to help organize the event and already sold all sponsorships (they started early in marketing the event). They were creative in developing the sponsorships and naming the levels.

**United Kingdom** – held a wine tasting event in March – lower numbers than expected. They are finding hotel tours are popular but don’t bring in much money. They are looking for events that will attract both designers and suppliers alike.

**Chicago** – just held a tradeshow last month. Looking forward to their upcoming Loews hotel tour and hoping it will be sold out and their summer social which is always a hit.

**San Francisco** – have had a few new events – held a scavenger hunt in March. Attendees enjoyed being divided into teams of 4 where they were able to spend some fun time with people they may not know. They also had a trivia night which was successful as well. They are finding people like having an activity to do. Their next event is the state of the industry panel which has been very

well attended in the past. Also looking forward to scholarship event in November that has a seated dinner, etc.

**Northwest** – holding wine tasting/pairing in July – Savor Uncorked. Every year the event sells out – they had seated tables in the past so there was a capacity. People were upset they couldn't attend because of the capacity so this year they are looking at opening it up and instead of food stations, heavy hors d'oeuvres, etc. Sponsors are a bit hesitant because they like having a table and being able to network with those people all night. Other people are looking forward to more time to mingle, meet more people, etc. Last year they held the event at Pike's Place Market – this year it will be at the Space Needle. As part of the event, they are also having a mini fashion show – making fabric that students design and having it modeled at the show. The student of the winning design gets to name the fabric.

They recently had an AirBNB event that was very successful – over 100 people attended. They had self-guided tours (that actually went very well!) and the panel was a successful mix of people.

**Idea sharing** – look at how you are marketing NEWH? NEWH is access to people – good resources, good business relationships, good talent, etc. – get the word out.

Personally invite people to events and don't rely on just the email broadcast. Ask board members to send a personal invitation to their contacts to attend the event. One chapter has a calling tree where each board member takes a portion of the member list and personally invites them to events (not necessarily people they know – but opening the door to new relationships through the personal invitation).

## Challenges/Suggestions

**Dues Renewal** – Arizona is going to be trying a dues renewal telethon, where they are meeting at 3:30 prior to a sundowner one month and calling people who have lapsed. They are hoping by getting everyone together in the same room to do this, it will be less intimidating and it will actually get done!

**Lack of student involvement** – try to get the one or two go-getters from your area schools involved in NEWH and ask them to be your student reps – those students will spread the word, bring their friends, etc.

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!