

**NEWH Events Call
August 10, 2015**

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

Leadership Conference Update

Planning is already underway for the next Leadership Conference being held in Denver, CO for February 2017.

Slogan is "Climb On." Pins were sent to each chapter to hand out and start to market the conference. Continue to Climb On with the economy, through your personal work to get to the top!

We are looking for a Friday keynote speaker who has an inspirational story (maybe someone who has climbed Mt. Everest!). If you have any projects going on in Denver – we are also looking into tours that may be of interest to individuals attending the conference, etc. In addition, we are putting together a list of hotel and property owners from different chapters to get new and fresh individuals for the owners' roundtable.

If you want to volunteer, have speaker ideas, ongoing projects, and owners names please let Leigh know!

Regional Tradeshow Update

Upcoming dates:

- Seattle, WA – September 22, 2015
- Minneapolis, MN – October 8, 2015

Working on securing dates and contracts for 2016 shows. See NEWH website as specific dates are confirmed. 2016 locations are:

- January 22 – Atlanta (first NEWH Board meeting [IBOD] meeting as well that morning)
- February 5 - Houston
- March 22nd – Miami (NEWH, Inc. fundraiser will be 20th)
- September 8- Bethesda
- October - Dallas

We recently sent an email to those who have exhibited within the last 12 months. Over 900 emails sent and we received 175 replies. So far the response is split right down the middle with the new lottery system compared to the first come first serve system.

Recent Chapter Events:

Toronto – 10th annual golf tourney – August 26th. They are almost at capacity with golfers. Working on final auction donations (usually over 100 companies donating). A hotel tour is in the works for early September.

One challenge is the closing of the silent auction at the end of the night – trying to make it less of a hassle. They do try to get people to pre-register their credit cards earlier in the day. If anyone has suggestions, please let the NEWH Office know and we'll pass along.

Dallas – doing scholarship dinner and Life of Design as a combined event this year. Keynote speakers are scholarship recipients. Auction items will be backside of room – what designers and manufacturers have teamed up to create. So far they've raised \$40K and looking for \$60K. They have 19 design teams with 19 sponsors (manufacturers). Money raised has been through sponsorships. Their goal for next year is to have one or design firms to be sponsors. The design teams are doing coffee tables this year (side or coffee tables) and those will be auctioned off. Items typically go for \$50 up to \$1200.

They have a restaurant tour coming up next month – one of the sponsors is a general contractor. They are working on a holiday tour that they are hoping to have at a newly installed hotel. Last year they did Toys for Tots – they are looking at different options – one idea was Paper for Water – they sell ornaments and the proceeds go to building water stations in third world countries. The organization would just have a table at the NEWH event so money goes directly to them.

Chicago – Just held their large summer social event (turned it into fundraiser this year). It was very well attended (230 people) and very successful. Was held at an event space in downtown Chicago –included appetizers and drinks, and was really just a time for people in the industry to get together. They got a lot of new members as well. It was the seventh year for the event and people really look forward to it. Sponsorships were sold – and there was a higher ticket price this year.

San Francisco – Wine by Design event to be held in October. In the past they had a \$5000 sponsorship, this year they did a \$10,000 and it sold. Sponsorships seem to be going well even with increases in sponsorship levels/cost.

Take away - Don't be afraid to increase your sponsorship price/level – you may be surprised! Make sure you let them know what they get out of their sponsorship – what is their marketing benefit? Be creative on creating benefits.

Rocky Mountain – they recently held their golf tournament and they are looking at what type of events to have in the fall.

Los Angeles – very busy calendar coming up! They have an event every month for the next five months. This month is an interactive paint party at an art studio – design teams will get together and create custom paintings and they will be auctioned off at the gala. In September, they have a membership drive at Lucky Strike (bowling event), in October they have a CEU at Gensler, in November they are doing a community service event on the 'do good bus' (attendees will not know what/where they are going – the bus picks them up and basically kidnaps them for five hours and they don't know what they will be doing until they get there, could be a food bank,

serving lunch at a homeless shelter, etc.) - they have an interactive bus ride, games, etc.) In December, the chapter will have their gala in the Conga room – it will be a great event this year!

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!