

NEWH Regional Steering Committee Call
April 9, 2018

Invited participants:
All Regional Steering Committee Members

Please mark your calendar to participate in the next Regional Steering Committee Member call. You will get a Ready Talk invite for the call.

- July 23

Status report from each region - how are you doing?

South Carolina

In conjunction with North Carolina Region and Bernhardt Hospitality – wine and design event on April 16 at High Point. It's the 2nd time they have done a function at High Point Market in April. NEWH/North Carolina region is working hard to promote the High Point furniture market to commercial and interior designers. They are also having a major function in October (at High Point Market – which is the international home furnishings market). Last year 20 people showed up, and they are hoping to exceed that this year. They have been slow but are looking at gearing up for the rest of the year. Some of it has to do with busy schedules.

They are planning a CEU in September, a 2nd annual turkey bowl in November, and then a hotel tour coming up in May. For the hotel tours they typically get 20-25 people, depending on location. In Charleston, they may get a larger draw than Columbia or Greenville just because of design demographics.

Vancouver

They made their schedule at the beginning of the year which was helpful. They just had a membership bourbon bingo at a local pub which was pretty popular and well received because it was a different type of event. Last year they did a quiz night.

Their favorite event is their student roundtable – they just had their 2nd one, with 4 designers as well as scholarship recipients on the panel – and students get to ask them about the industry. They highlight recommend that for each regional area. Last year they had 50 students, this year they had 25 (because of timing of the event this year) – however the students just love the event and it's very rewarding to them. They break into groups and can informally ask questions - they do have some pre-listed questions on the tables – and they do have a moderator for the event who asks them a few questions at the beginning and then they do a summary at the event at the end – they also showed the scholarship video. One NEWH committee member sits at each of the tables. They are hoping this event will bring more scholarship applications in.

They are having 2 TopID events this year, they are doing a 2018 award event in April and then another one in November for their 2019 winners. They are also having an event at the Hotel Vancouver – their annual big event (November) – they are expecting about 250 this year.

Asked to describe quiz night: Vancouver was able to get sales reps to get teams – and gave their teams a name and got dressed up. The quizmaster asked a bunch of questions, and there were some games. The event was pretty inexpensive and that money because the prize winners. They had a great turnout of about 50 people. They did cater the questions directly to the design community, worked with the quizmaster and came up with questions for him. They also did a ping pong tournament in the past – they have been able to put on fun events that are really attracting people.

As a steering committee, they are really figuring out this year what value-added means to their designer members and their hard work is coming to fruition – kudos Vancouver!

Memphis

They have had two events – they are less than a year new, but have had a great response from their local community. Much local interest both on rep and design side – and have had good participation. One event was just held at a local new build - Hampton Inn and Suites in the Memphis area – designed locally, and purchased from a local procurement agent – so they were able to get them as guest speakers – they had over 80 people attend. Memphis is a hot bed for hospitality and people have been talking about why there was no NEWH regional group there – and now they do! They had a great response with people wanting to join – and seeing a lot of longevity in that as well.

They like being a region, they don't want to grow too big and then fail. So they've really taken their time, being conscious of their events, etc. They have young designers, seasoned designers, etc. where they see longevity coming out of it. They want to be sure the reps aren't just supporting the membership so they are happy to see the designers joining. They have about 8 on their steering committee and they meet once a month. They have another event coming up in a few months. They've met up with their local IIDA chapter and discussed doing a joint event, possibly a golf scramble which would take a good year to plan.

North Carolina

Next week they have High Point market, traditionally residential, but they are doing a wine and design Monday evening at Bienenstock Furniture Library.

They have a May lunch coming up at High Point at a country club. And their summer solstice June 21 – they do have a sponsor – Brand Standard Furnishings, but the actual venue is still to be determined – depending on which venue is ready for them. They will have a Bark in the Park where people bring their dogs, a tour in Asheville in November, and they kicked off the year with a tour in March. They typically get a bout 25-28 for tours, and are expecting around 60-65 for their solstice event.

Question: Who to go to for suggested sponsorships? They seem to have a turnover in membership to ask for sponsorships so wondering who else they can hit up.

Comments: You don't necessarily have to go to your only membership, but if you have local manufacturers, you can go to those. Or any company that may have done a project in the area that you can hit up as a potential sponsor. Talk to your local designers and find out who they used who supplied product on their projects, let them know you are doing a tour and ask the manufacturers to showcase their project - possibly work it around a panel discussion. You can talk to the owner as well and make them part of the panel. You may find out some projects in the local business journals if you are not sure who to contact.

Hawaii

They are having a bit of trouble in Hawaii – they haven't had an event year, but are hoping to give away a scholarship this year, but no one has stepped up to help yet. So they will possibly push it forward depending on school breaks and how it works into school schedules.

Issues/concerns – how can they get people to step up and help? People say they are interested in helping, but the help falls by the wayside as the event planning starts. They are also having a hard time asking people to pay for membership.

Their first event was successful and at a new bar that people wanted to see, but interest has fallen significantly from there and they are having a hard time getting sponsorships or when they do have an event, only reps show up. They do not have a very large design population there. They thought about doing just a one Thursday a month but then only had a few people show up. The panel at the tradeshow went well, so they were hoping to do another panel at their next hotel tour, but they weren't able to get the hotel to respond.

Comments: Look at possibly holding a panel event with a scholarship award event – a few chapters have done that and it was successful. Something to think about in terms of putting more things into one event in order to attract more people.

NEWH will try to put some thought into target marketing in the Hawaii area to possibly help garner interest in NEWH.

Be sure the events held are educational (tours, panel discussions, etc.) – your programs will be what drives attendance and sponsorships to your events.

Comments:

Local calendar – check it out to be sure if there is a local calendar for regional events that you add your NEWHs for you.

This has been an awesome resource for the Vancouver area - it's super helpful in order not to have overlap - <http://www.vancouverdesigncommunity.ca/>

Reminder!

Are you attending HDExpo? Join us for our regional member breakfast! Wednesday, May 2nd at 9am in the NEWH Booth (T2).

Kudos to all our regional groups – you are doing awesome!! Remember your demographics when planning your events.

Any questions? Feel free to contact us!

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Contact 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!