

NEWH Regional Steering Committee Call June 16, 2016

Invited participants:
All Regional Steering Committee Members

Status report from each region - how are you doing?

North Carolina

Pretty consistent over the last few years – want to have events that bring in the designers. Last few years have focused on hotel tours – to generate interest. Slow start this year – had an event in March, brand new hotel that was built very sustainably. They were really excited about the event but didn't get many RSVPs. They think it was maybe timing but it was a bit outside – but not too convenient for people to get to. Next event – this Monday, just south of border – tour of restaurant. Good number of RSVPs for this event. Looking to partner with South Carolina regional group, talked about merging but both groups agreed that logistically it could be hard to coordinate. They are promoting each other's events instead and staying separate.

3-4 others hotel tour types they are planning – the other thing they are struggling with them now – is the high point furniture market every year, lunch and learns are working great. High point approached them wanting to build attendance from the xxx group – called in on focus group. What they found out that doing it big meant \$\$\$ for us (sponsorships).

They are still going to plan a lunch and learn for fall. (or some type of networking opportunity).

They do have a lot of reps/manufacturers in their area so designers may sometimes feel apprehensive in attending.

Pittsburgh Region

Had Tradeshow there recently went great – 82 people at pre-party. Vendors were telling us we've been going these pre and post parties but this one was really great! Had musicians from Nashville and a local musician

Minimum attendance 27 (at a local casino/sundowner) – 49 maximum (food tasting at new restaurant) – which was a paid event. Most of their events are free to come to, they are just trying to spark interest. Programming person is interior designer, husband is graphic designer – she loves planning events. We all promote on social media, make sure reps are promoting events as well. She is well-connected in the area and is young and well-liked among peers, she gets people to come out to the events. Relationship building is key. Promotes NEWH events also at other organization events (ASID, IIDA, etc.).

They decided as group that they will not allow any type of monopoly sponsored event (in a showroom) – they are finding that probably 50% of their members are vendors, and others are mix of designers/students. They are trying to throw events at others places (casinos, restaurants, winery, etc.). They still can have one sponsor, but in a neutral place. They don't let sponsors put product out, but do welcome business cards and give them

acknowledgement as an event sponsor. Their food tasting in March they had 3 reps – they just thanked them as sponsors and pointed them out, but didn't have the event focused on the sponsors.

Also had a January event at a custom millwork shop – which they were comfortable holding because they weren't really a competitor of anyone.

New England

Just had 2nd event of year – bowling/networking fundraiser. Lacking in sponsorship but it was a good time. Hoping it will continue to gain momentum – looking at more of a membership drive type event.

Starting to plan an event at a new Boutique hotel/restaurant – looking to have panel of those involved in the fall. Hoping to work a tour of public space and a room tour into this as well. Hoping to build the construction/operational side of hospitality management with this event.

Any questions? Contact us!

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!