



## GOVERNING BOARD PACKET

22 January 2015

Meeting Room  
REGENCY BALLROOM

The Fairmont Dallas Hotel  
1717 N. Akard Street  
Dallas, TX 75201

setting high standards of  
scholarships, educational efforts and information exchange  
achievement for those in the  
linking professionals from diverse areas of professional focus  
hospitality industry  
development and funding, operations to design,  
architecture and purchasing, manufacturing to  
sales, marketing and communications



**TABLE OF CONTENTS**

**NEWH, INC. GOVERNING BOARD MEETING AGENDA ..... 5**

**NEWH, INC. GOVERNING BOARD MEETING MINUTES ..... 6**

    MOTION TO APPROVE MINUTES .....6

    MOTION TO ADJORN ..... 11

**PRESIDENT ..... 12**

**PRESIDENT ELECT ..... 12**

**SECRETARY ..... 12**

    NEWH BOARD TRAINING SCHEDULE .....12

    RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN ..... 13

**FINANCE ..... 13**

    BANK BALANCES .....14

    2015 PROPOSED BUDGET..... 15

**EDUCATION ..... 16**

    SCHOLARSHIP.....16

        SCHOLARSHIP AWARD REPORT .....17

    CONTINUING EDUCATION..... 18

**MEMBERSHIP ..... 18**

    MEMBERSHIP .....19

        MEMBERSHIP REPORT BY CHAPTER.....19

    EXPANSION .....20

        REGIONAL MEMBERSHIP .....20

**DEVELOPMENT ..... 20**

    2014 CORPORATE PARTNERS.....20

    FUNDRAISING .....21

**MARKETING ..... 21**

    MARKETING COMMUNICATIONS.....21

    MARKETING COLLATERAL .....21

**EVENTS ..... 22**

    NEWH CONFERENCES.....22

    REGIONAL TRADESHOWS .....22

**SUSTAINABLE HOSPITALITY ..... 22**

    SUSTAINABLE HOSPITALITY.....22

**INTERNATIONAL RELATIONS - CANADA ..... 23**

**INTERNATIONAL RELATIONS – UNITED KINGDOM ..... 23**

**PAST PRESIDENT..... 23**

    NEWH MENTORSHIP .....23

**EXECUTIVE ADVISER ..... 24**

**NEWH AMBASSADORS .....24**

**NEWH OFFICE .....24**

**CHAPTER REPORTS.....27**

ATLANTA ..... 27

ATLANTIC CITY ..... 27

CHICAGO ..... 28

DALLAS ..... 28

HOUSTON ..... 29

LAS VEGAS ..... 29

LOS ANGELES FOUNDING CHAPTER ..... 29

NEW ENGLAND REGIONAL ..... 30

NEW YORK ..... 30

NORTH CAROLINA REGIONAL ..... 30

NORTH CENTRAL ..... 31

NORTHWEST ..... 32

ROCKY MOUNTAIN ..... 33

ORANGE COUNTY REGIONAL ..... 34

SAN FRANCISCO BAY AREA ..... 34

SOUTH FLORIDA ..... 35

SUNSHINE ..... 35

TORONTO ..... 35

UNITED KINGDOM ..... 36

VANCOUVER REGIONAL ..... 36

WASHINGTON DC METROPOLITAN ..... 36

**ADDENDA .....37**

MOTION TO APPROVE MINUTES ..... 37

MOTION TO APPROVE 2015 BUDGET..... 37

MOTION FOR DIRECTORSHIP APPOINTMENT ..... 37

MOTION TO ADJORN ..... 37

SCHOLARSHIP GUIDELINES ..... 38

REGIONAL TRADESHOW MASTER SPREADSHEET ..... 41

SEVEN HABITS OF HIGHLY SUCCESSFUL MENTORS AND MENTEES..... 42

RELATIONSHIP TIPS FOR MENTORS AND MENTEES ..... 43

MARK YOUR CALENDAR..... 44

NEWH BOARD OF DIRECTORS MOTION FORM..... 45

NEWH, INC. GOVERNING BOARD MEETING AGENDA  
 22 January 2015  
 The Fairmont Dallas Hotel  
**REGENCY BALLROOM**  
 1717 N Akard Street  
 Dallas, TX 75201

**Please arrive having read the BOD Meeting Packet, they will not be read during the meeting**

**Board of Directors Meeting**

Thursday, 22 January 2014

9:00am – 1:00 pm

Executive Committee	Trisha Poole Philip Byrne Andrea Sims	Fernando Diaz Andrea Thomas Cynthia Guthrie	Tara Mastrelli Dina Belon	Christine Tucker Julian Brinton	Julia Marks Helen Reed
Board of Directors	Susan Burnside Mary Ann Thornam Cindy Andrews	Jason Stock Sandy Banks	Leigh Mitchell Ron McDaniel	Adrienne Pumphery Michelle Finn	Deborah Herman Stacy Rauen
House of Delegates	Patrice Adore Ellen Armer Christopher Baker Cheri Bargaen Kelly Bowen Brandon Brockmiller Allison Calagna	Debra Calkins Stacy Costa Rachel Daus Barron Davis Stephanie Deshaies Joelle DiBlasi Rebekah Ellis	Karen Gutowski Westin Hammerstrom Rebecca Kundysek Chelsea Lawrence Rachel Martin Ron McDaniel Terri Metzger	Kristofer Moore Pam Niemann Kristen O'Bara Melinda Peck Teddi Powers Lauren Ritter Kacey Sharp	William Stuart Shannon Vance Leslie Wynne Jonathan Young Julie Zweifel

9:00 am	Call to Order	Trisha Poole
9:05 am	Establishment of Quorum - Presentation of Minutes and Motion to Accept	Andrea Sims
9:10 am	President's Welcome - Introduction of Guests - Your Responsibility as an NEWH Board Member	Trisha Poole
9:25 am	Financial Report	Fernando Diaz
9:35 am	Mentorship	Sandy Banks
9:45 am	Scholarship/Continuing Education	Susan Burnside/Andrea Thomas
9:55 am	Membership/Expansion	Cindy Andrews/Jason Stock
10:05 am	Fundraising	Ron McDaniel
10:15 am	Marketing	Tara Mastrelli
10:25 am	Regional Tradeshow	Philip Byrne
10:35 am	B R E A K	
11:00 am	NEWH Leadership Conference 2017	Leigh Mitchell
11:10 am	Ambassadors Report	Michelle Finn, Deborah Herman, Stacy Rauen
11:20 am	Canada/UK Update	Chris Tucker/Julian Brinton
11:30 am	Break Out Sessions - Empower Your Board - Maintaining a Unified Vision While Marketing Your Chapter - Get More Scholarship Recipients and Stay In Touch	Diane Federwitz /Fernando Diaz Shelia Lohmiller/Tara Mastrelli/Brittany Johnson Nicole Crawford/Andrea Thomas/Susan Burnside
12:15 pm	Summary/Discussion of Breakouts	
12:45 pm	New Business	Trisha Poole
1:00 pm	Motion to Adjourn	

**Executive Committee Meeting**

Sunday, 25 January 2015, 8:30am – 10:30 am, room to be announced

Executive Committee	Trisha Poole Philip Byrne Andrea Sims	Fernando Diaz Andrea Thomas Cynthia Guthrie	Tara Mastrelli Dina Belon Christine Tucker	Julian Brinton Julia Marks Helen Reed	Shelia Lohmiller Jena Seibel
---------------------	---	---	--	---	---------------------------------

## NEWH, INC. GOVERNING BOARD MEETING MINUTES

08 November 2014

Waldorf Astoria Hotel-Metropolitan Room | New York, NY

Executive Committee	Trisha Poole Andrea Sims Fernando Diaz	Andrea Thomas Cynthia Guthrie Tara Mastrelli	Philip Byrne Dina Belon Christine Tucker	Julian Brinton Julia Marks Helen Reed
NEWH, Inc. Staff	Shelia Lohmiller	Jena Seibel	Julie Buntrock	Nicole Crawford
Board of Directors	Susan Burnside Mary Ann Thornam	Ron McDaniel Leigh Mitchell	Michelle Finn Deborah Herman	Stacy Shoemaker-Rauen
House of Delegates	Cinnamon Alvarez-Finken (LA) Debra Calkins (SF) Alicia Cannon (NY) Jonathan Kaler (LA)	Ron McDaniel (Dallas) Kristofer Moore (Chicago) Kristen O'Bara (AC GP) Teddi Powers (Sunshine)	Andrea Sims (Chicago) Lora Spran (Sunshine) William Stuart (NY)	Vanessa Vaughan (NW) Tara Witt (Toronto)
Chapter Presidents	Stephanie Thompson (NC)	Ginger Raphael (SF)	Cindy Andrews (Sunshine)	Hope Case (LV)
Steering Committee	Karen Appert (N. Carolina)			
Guests	Louise Ross (Dallas)	Rebecca Kundysek (NC)	Westin Hammerstrom (NC)	
Not in Attendance	Bryan Adcock Adrienne Pumprey Sandy Banks Meghan Bazemore Mary Blanchard (AZ) Valerie Coleman (DC) Michelle Conron (AC GP) Stephanie Deshaies (NW)	Monica Fuentes Christi Griffin (Houston) Kate Grubb (Dallas) Brittany Johnson (NC) Jennifer Loux (Atlanta) Matthew Murray (NC) Tina Palardy (LV) Melinda Peck (DC)	Mary Beth Powell (LV) Jill Schmitz (San Fran) Scott Hegstad (AZ) Carole Roach (AC GP) Lara Engert (Chicago) Schaeffer Hill (Dallas) Benjamin Coy (Houston) Karen Gutowski (LA)	Katie Zuidema (NW) Candice Spicer (RM) Todd Schaffer (S. Florida) Scott Pope (Toronto) David Tracz (DC) Kevin Hancock (N. Eng.) Christine Wasmer (OC) Jesse Gonzalez (S. Diego) Chris Kitteridge (Vancouver)

*\*Officers and Directors have a vote House of Delegates do not.*

The meeting was called to order by President Trisha Poole at 1:15 pm. Secretary, Andrea Sims, took roll and a quorum was established. The minutes were presented and a motion was made to accept the minutes as presented.

### MOTION TO APPROVE MINUTES

Date: November 8, 2014

Motion Number: 1

I, Andrea Sims, move to approve the minutes as presented.

Motion seconded by:           Dina Belon          

VOTE COUNT:

YEA:   16      NAY:   0      ABSTENTION:   1      STATUS OF MOTION:    Carried:     Defeated:

Name of person who abstained:

#### President – TRISHA POOLE

- Discussion:
- Welcome to New York
  - Waldorf agreed to be a good location
  - Will not go through individual reports

#### VP/Finance – FERNANDO DIAZ

Discussion:  
Very healthy financially  
On budget for the year  
Chapters are doing good with reporting back to NEWH, Inc.

#### Past President – JULIA MARKS

Discussion-Julia Marks reporting on behalf of Sandy Banks about Mentorship:

- Need chapters help to move project forward
- Selected pilot chapters: Chicago, San Francisco, Washington DC
- Need to be a part of programming schedule for next year for chapters
- Goal is for each chapter to determine who the mentors will be, what individuals will get out of it and develop the program together
- Please go back, talk to your board, put it on your calendars
- Julia & Sandy to be in touch and make follow-up with chapters
- Starting new process with new boards in 2015

#### VP/EDUCATION– ANDREA THOMAS

Discussion Andrea Thomas:

- ICON student award at Gold Key Gala \$5,000 scholarship to be awarded to Tara Headley from SCAD
- Fabric Innovations Legacy \$10,000 scholarship to be awarded at Platinum Circle. Winner is Camila Bayly a Hotel Administration major from Cornell
- Cliff Tuttle \$4,000 Scholarship recipient is Alex Knodel from University of Cincinnati (also completed a internship at ForrestPerkins) he will be awarded at Platinum Circle
- Future new scholarships (BDwest + BDNY) stay tuned for more details

Discussion Susan Burnside:

- Reworded debt requirement section on application asking students to indicate their debt for their upcoming term
- Scholarship checks are only made payable to college, student must have debt for tuition, books or supplies at time of scholarship award

Comments:

- BD|NY|STMedia Group is donating \$7,500 to NEWH/Cliff Tuttle Scholarship Fund, we appreciate their generous involvement
- Cliff Tuttle fund has grown to over \$37,000, we are super excited and Cliff would be so proud
- Awarded over \$3.5 million in scholarships to about 1,700-1,800 students
- The numbers on the scholarship report do not include New York as they will be awarding at their event \$30,000
- We have a few other chapters to report/award yet in 2014
- Toronto will be awarding \$19,000 in scholarships next week at their 10<sup>th</sup> anniversary

#### VP/Membership- CYNTHIA GUTHRIE

Discussion:

- Discipline calls in September had good attendance, need delegates to share details with directors of membership
- Would like to see more participation in discipline calls
- Ron offers a lot of great feedback and energy during the calls
- Many chapters are successful with incorporating their membership into sponsorship tickets (dollar amount)
- Bowling event (example) purchase lane; vendor that was sponsoring the lane would also receive a membership (certain criteria was looked at)
- Trying to put together success stories and best practices and put out to membership
- We want to be inclusive not exclusive
- Treat our members well, welcome them, introduce them, give them a platform, whatever you can do to make them feel welcome and comfortable
- Leaders Council actively working towards goals
- Think about people you want to talk about of consider for the Leaders Council; share with Cindy

#### Fundraising– RON MCDANIEL

Discussion:

- Conference/Discipline calls one call lasted 20-minutes, one lasted 5 minutes
- We need everyone attending, would like to know if you're not going to or cannot attend
- Critical piece for everyone to be involved, the calls contain a lot of substance and will help you move your chapter forward
- If you cannot attend, please ask someone else from the board to attend for you
- A person from each chapter will be responsible for each discipline call, they can discuss their chapter/ideas/etc. hoping this will increase the volume of involvement
- 2014 good year, numbers are great
- 2015 we're discovering everyone is doing the same thing, trying to streamline the process for everyone
- We know our chapters do a great job at Fundraising
- Chapters are talking to each other, we highly encourage this, express what works/what doesn't work share with each other your events and ideas
- You don't have to re-create the wheel
- 2015 newsletter on how to be more efficient: Pros and cons of Gmail accounts, getting corporate sponsors, how do we treat our sponsors, what makes our event different than others, etc.
- Pass information onto other board members
- Initiative on page 22 in board packet will be more involved in 2015; simplify board resources, worksheets/fundraising details
- Contact Ron with questions/feedback

#### Vice President/Marketing– TARA MASTRELLI

Discussion:

- Taking a look at the big questions, who we are, how we communicate, brand architecture, setting guidelines/templates, clarify/simplify message
- Currently in the first steps, working on a plan and budgeting
- Stay tuned for more details

Comments-Trisha Poole:

- We will share details with everyone as the process becomes more refined; big process when it comes to a brand
- Everyone is a big part of the decisions/changes that will be happening
- We're excited to have Tara on board

Regional Tradeshow – BRYAN ADCOCK | PHILIP BYRNE - VP/Events

Discussion Philip Byrne:

- Regional tradeshows very successful thank-you to everyone involved
- 2014 shows: LA, DC, Atlanta, Denver, Houston
- Thank-you to the chapters for their support
- 2015 Product Showcase at Leadership Conference
- 2015 shows: Hawaii, Orlando, Chicago, San Francisco, Seattle, Minneapolis; first time holding 7 shows
- Sold out up to Orlando
- If any chapters are interested in hosting a Regional Tradeshow in 2016/2017 please contact Jena with interest

NEWH Hospitality Conference (Leadership Conference) – LEIGH MITCHELL | NEWH Conferences

Discussion:

- Sell sponsorships for Leadership conference, we need your help
- If you need additional materials contact Inc. office
- Dallas Chapter is going out to various design firms increasing awareness of Leadership Conference and NEWH membership
- Expecting great attendance
- President's Dinner Thursday night after Product Showcase (owners and designers with some sponsors) great opportunity for designers to have a one-one-one with the owners; this is a rotating dinner with great opportunity. We will have the whole restaurant with no other interruptions.
- Pick-up marketing materials at NEWH booth
- Owner's Roundtable (currently 17 signed up) would like 30-40 owners; if you have contacts please share we'd like to connect with them
- VIP Cocktail reception (within walking distance of Fairmont)
- Scholarship Luncheon in middle of the day on Friday, working on a video, Lori Stohs keynote, everyone can learn how to focus on their own personal strengths in the workplace, discussion about mentoring program will take place
- Owner's Roundtable, great opportunity for Rep's manufactures

NEWH Hospitality Conference (Leadership Conference) – LEIGH MITCHELL | NEWH Conferences

- Keynote, Culinary Panel, Cinderella to CEO, Saturday
- Closing party is a separate purchase (skyline of Dallas, fun event)
- Registration price will be going up (including chapter cost); register now

Comments:

- Response to Leadership Conference presentations at local Design firms has been amazing. Kate Grubb has done an amazing job in coordinating details. Transportation options available. Please help promote to your local design firms
- 3 (\$10,000 for VIP Reception on Friday evening), 1 (\$10,000 sponsorship for Key note) (see flyer for details on available sponsorships)
- You can send (2) scholarship recipients/students; use funds from your scholarship account, if you have extra funds in your admin' account you could send additional students
- Sponsorship form is available on website as a PDF
- Agenda is current on the website, please take a minute to view
- If you can help solicit attendance/sponsorship, etc. please do
- Additional marketing piece (mailer will be released soon)
- Each chapter's 2015 Chapter President will receive 75 flyers in the mail; please add to your booth if you are exhibiting today
- VP's/Current President received an email regarding registration (invoicing) options, etc. if we do not receive chapter registrations before the price increase chapters will be paying extra. Jena will send 2<sup>nd</sup> follow-up email. Rate increase December 12<sup>th</sup> and December 31<sup>st</sup>
- Thank-you Leigh and Ron, great work
- Dallas is planning a fun kick-off party, stay tuned for details
- IBOD meeting Thursday before Product Showcase
- DAL (Dallas Love Field) easier to fly into, DFW could add 30-45 extra minutes

VP/Sustainable Hospitality – DINA BELON | ADRIENNE PUMPHREY - Sustainable Hospitality

Discussion | Dina Belon:

- Green Voice at Sustainability Green Lodging Conference (3) sessions, great attendance and press, free booth and opportunity to talk about NEWH

- (3) Green Voice sessions at NEWH Booth Sunday and Monday at BD|NY
- IHMR&S panel discussion (owner panel, very exciting)
- Please attend sessions at BD|NY & IHMR&S
- Re-launching online Sustainable Resource Directory, complete online questionnaire, completed information is linked with business name on directory (via a green leaf)-stay tuned for more details
- Amazing year, great success, thank-you for the support
- Send good thoughts to Andy Schaidler and Adrienne Pumphrey

## NEWH Ambassadors | MICHELLE FINN | DEBORAH HERMAN | STACY SHOEMAKER RAUEN

### Discussion | Michelle Finn:

- Partner with NEWH in San Diego and Orange County Regional Group for Fashion Challenge Fashion in Box interested in generating interest in potential design teams
- Stacy and Deborah have been attending NEWH events the last 6-months
- Provided NEWH access to ALIS, Lodging Conference, helped facilitate opportunity

### Discussion | Deborah Herman:

- Important as a NEWH Ambassador to always redefine our goal
- Privilege to sponsor at many chapter events, chapters always reach out and invite me to attend
- When a NEWH Ambassador is in attendance at chapter events it adds validity to that event
- Been going to Toronto event, one of my favorite events of the year
- Dallas event was fabulous
- Can't explain how much participation matters
- We should always try to support a NEWH events, sometimes we forget
- We do have events at all NEWH tradeshow, note that when before you put your itinerary together
- Outreach liaison to help chapters/NEWH find sponsors
- Working on Leadership Conference sponsors
- Please let us know how we can help

### Comments:

- Thank-you Deborah for your assistance with ICON and for facilitating recognition of Bob Thomas

### Discussion | Stacy Shoemaker:

- Working with Leigh a lot on Leadership Conference
- Working on magazine, added chapter highlights in back of magazine, looking wonderful, provide your feedback
- Increasing the page count by 8 pages, always trying to improve it
- NEWH NY Gala Sunday, tickets at NEWH booth or at the door, 300+ people coming, amazing sponsors, please attend

## International Relations | Canada – CHRIS TUCKER

### Discussion:

- Going wonderful in Canada, thank-you for the support
- We enjoy having Americans and people from the UK at our events
- Shelia, Trisha and Deborah joining us for Toronto's 10<sup>th</sup> anniversary
- Susan Burnside organized Toronto 10<sup>th</sup> anniversary event at a show museum
- Awarding \$19,000 in scholarships
- IIDEX December 3-4 at Metro Toronto Convention Center
- Vancouver doing well
- 347 Canadian members, good growth

## International Relations | United Kingdom – JULIAN BRINTON

### Discussion:

- Good year, moving in the right direction
- Membership is up, doing more events
- Focused on succession planning for the next 3-4 years
- Getting positions in shape for future years/planning
- Come join us!
- Recent board training with NEWH, Inc.

## BREAK OUT: Group Discussions

### **Breakouts help NEWH, Inc., gives you details to take back to your chapter and help synergize thoughts together.**

Email your notes to Shelia shelia.lohmiller@newh.org

1. Empower your Board | Jena Seibel/Andrea Sims
2. Clever Web-based Campaigns...attracting the Millennials | Shelia Lohmiller/Tara Mastrelli
3. Ways to Leverage NEWH, Inc. Initiatives | Nicole Crawford/Trisha Poole

### **GROUP ONE-Empower your Board**

- Talked about recruitment and how to balance the new change of board
- Discussion of senior/junior role within positions

- Increase discipline call attendance, make it more engaging add responsibility to directors
- Webinars and in-house board training provide a lot of support to director roles and responsibilities attendance is needed from each member for chapters to be successful
- Board and members need to know the history behind the organization they are volunteering under
- NEWH, Inc. has many board resources available for each director/position on the website
- Complete your SMART goals and strategic planning before January
- Prepare early for succession planning and what to look for, match up personality types with each role
- Be specific to future board members on the time commitment needed for the role they are interested in
- Presidents should be overseeing and not directly stressed with other director responsibilities
- Make a personal outreach/connection with people that might be interested in serving on your board
- Work with each director to set their own budget for each year
- NEWH, Inc. will be providing more direct support in putting together chapter budgets for 2015
- One-on-one mentoring and making opportunity for outgoing members to work with incoming and utilize past board members to mentor future leaders

Questions/Comments:

- Dallas invites Past-Presidents to return as a mentor
- There is so much information/history that helps with future event planning and mentoring new members
- Matching board members to students; we're discovering students are hungry for information
- Work with other local ASID chapters to provide mentoring/student information
- There is so much knowledge that past-presidents can share and history always helps the future it's a great idea to inspire others

**BREAK OUT: Group Discussions (Continued)**

**GROUP TWO-Clever Web-based Campaigns...attracting the Millennials**

- Website/digital marketing/social media was all part of the conversation
- Idea of an app (1. Event driven for members with push notifications; 2. Board Members resources/items due reducing emails and making NEWH more accessible)
- Look at marketing budget to bring in a user experience designer
- Registration for events are a little clunky right now
- We need to develop and find real and interactive ways to attract more people
- Student profiles will be listed on the website (portfolio/resume page under Career Network webpage)
- College directory for students to access options would be beneficial

Questions/Comments:

- Real interest is also to reach out and attract the young generation, we know how good we are and what we do but we need to model what the younger generations are looking for and connect with them

**GROUP THREE –Ways to Leverage NEWH, Inc.**

- Successful ways to invite corporate partners for chapter level sponsorship, connect with Jena at Inc. she will contact sponsors (CP's need first offer of sponsorship-let them decide if they want to turn it down)
- CP tickets at events are not "free" figure the cost in when budgeting
- TopID a tool to build membership and community relations
- Go to design firms that are not involved in your chapter, encourage TopID participation
- Use a Lunch & Learn session to talk about NEWH and TopID
- Size of the design firm does not matter it's about the quality of work and involvement
- Sustainable Directors challenge in supporting the role at chapter level, there are template event ideas on the website, the NEWH International Sustainable Committee can assist with ideas and directors can connect with other chapters for input and support
- Streamline email process for chapter directors, use an app for items due/other needed notifications
- Leaders Council will be a great resource and something to look forward to once fully developed

Questions/Comments:

- Each board member took a college, visited the college discussed upcoming scholarship, held presentations, and had a scholarship roundtable with excellent attendance. The increased contact has given the chapter increased amount of scholarship applications and student involvement
- Is there a general flyer about scholarship that can be used consistently throughout the year to place at schools and design firms?
- The scholarship flyers are an item Tara will be working on and it's a part of our brand audit, it will be coming soon we recognize this is a very important marketing piece that connects many areas
- We need everyone's patience with the upcoming needed marketing materials
- Tara will commit to posters to colleges and design firms as well as an overall scholarship powerpoint (will be completed prior to rolling out other marketing needs)

New Business-Trisha Poole:  
 Next IBOD meeting in Dallas on January 22<sup>nd</sup>  
 The Cliff Tuttle Scholarship fund lives on, we appreciate everyone's hard work, efforts and honor to Cliff  
 New Business-Deborah Herman:  
 Every now and then NEWH has an outstanding member that leaves a memorable impression forever, that person was Cliff Tuttle  
 Thank-you to the amazing committee and especially to Ginger Raphael & Leigh Mitchell for coordinating Cliff's tribute  
 It was a sensitive situation, very difficult, thank-you to NEWH for making it successful.  
 Questions/Comments:  
 December 20<sup>th</sup> Board Reports due (for January IBOD meeting)  
 Every Vice-President needs to contact all directors and assist them with writing their 2015 goals  
 Announcement & Introduction of New Board Members-Julia Marks:  
 Philip Byrne-P resident Elect  
 Susan Burnside- Scholarship  
 Mary Ann Thornam- Continuing Education  
 Cindy Andrews- Membership  
 Jason Stock- Expansion  
 Sandy Banks- Mentoring  
 Ron McDaniel- Fundraising  
 Brittney Johnson- Marketing Collateral  
 Leigh Mitchell- NEWH Conferences  
 Adrienne Pumphrey- Sustainable Hospitality  
 Departing: Please extend a thank-you and good-bye to...Bryan Adcock and Meghan Bazemore

**Adjournment:**

**MOTION TO ADJORN**

Date: November 8, 2014

Motion Number: 2

I, Trisha Poole, move that the meeting be adjourned at 3:50pm.

Motion seconded by: Helen Reed

VOTE COUNT:

STATUS OF MOTION:

YEA: 16 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

## PRESIDENT

### TRISHA POOLE

#### Job Purpose:

- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.
- The Presidency is the highest honor the membership can bestow. In electing a fellow member as President, they are charged with the full responsibility of leadership of the organization.

#### 2015 GOALS

1. Further the mission of NEWH.
2. Key Goals for 2015:
  - Increase NEWH, Inc. and NEWH Chapter participation of high level executives and professionals in the hospitality industry that are within positions to award contracts to design, architectural and purchasing professionals.  
**PROGRESS:** A committee was established following the Las Vegas board meeting. Progress report is pending but input prior to Leadership Conference in January is expected. Key contacts have been identified with new brands that will expand our database for future opportunities to speak and share knowledge on the international and chapter level.
  - Improve membership and participation of students and young hospitality professionals from all demographic segments. Seek ways to keep them interested and involved with NEWH that will help make the organization more relevant today and exciting for the future.  
**PROGRESS:** NEWH is working with VP Marketing Tara Mastrelli to improve current perception of brand to the hospitality industry and gain information related to the interests of the younger professionals and how NEWH can retain this demographic. This process is underway and should bring results that can be shared with IBOD in May 2015.
  - Build a higher awareness of NEWH and the mission of scholarships.  
**PROGRESS:** NEWH is working with VP Scholarship, Andrea

Thomas to improve current scholarship programs and develop new ones that will build awareness for the organization while providing funds for students and important college programs. NEWH has identified new scholarship award venues with media partners that will help bring a higher awareness to our Scholarship program and the success of NEWH's fundraising efforts. New scholarships will be announced within the next 30-45 days.

NEWH will host a Scholarship Luncheon at the center of the Leadership Conference in Dallas 2015. The cost of the luncheon is included in the conference ticket, therefore allowing ALL attendees to witness the astonishing stories from our past recipients and learn the impact of NEWH's chapter scholarship programs.

In addition, we will develop the newest scholarship awards in association with hospitality brands in hopes this will bring attention at the highest level of the industry on what the NEWH scholarship program does.

#### STEPS TO ACHIEVE GOALS

1. Support and make all NEWH initiatives a priority that directly relate to the advancement of the Key Goals for 2015.
2. Listen and identify new ideas and interesting concepts that are offered by NEWH supporters related to the modification or addition to the "Key Goals".
3. Offer support and leadership to all EC and IBOD Members as they work towards their goals.

## PRESIDENT ELECT

### PHILIP BYRNE

#### Job Purpose:

- Be an active advocate of NEWH through all possible industry-networking opportunities such as trade shows etc.
- Know the duties of the President and be prepared to assume the Presidential duties if necessary.

## SECRETARY

### ANDREA SIMS

#### Job Purpose

- Record and preserve the business records of the organization
- Ensure all chapters remain in compliance with all public laws governing their activities.

#### NO GOALS SUBMITTED

#### NEWH BOARD TRAINING SCHEDULE

Shaded = training occurred or is scheduled	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
ARIZONA		In person 4/11/2008			In person 12/1/2010	Webinar	In person 12/6/2013	Webinar	Webinar	In person	Webinar
ATLANTA			In person 3/14/2009	Webinar	Webinar	In person 3/10/2012	Webinar	Webinar 1/7/2014	In person 10/18/2014	Webinar	Webinar
ATLANTIC CITY		In person 3/1/2008		Webinar 12/6/2010		In person 2/25/2012	Webinar	Webinar	In person 2/14/2015	Webinar	Webinar
CHICAGO	In person 2/2007	In person 1/2008		In person	In person 10/23/2010	Webinar	In person 10/27/2012	Webinar	Webinar	In person	Webinar
DALLAS		In person 1/26/2008		In person	In person 10/8/2010	Webinar	In person 3/15/2013	Webinar	Webinar	In person	Webinar
HOUSTON				In person	In person 10/7/2010	Webinar	Webinar	In person 2/8/2014	Webinar	In person	Webinar

LAS VEGAS		In person 8/16/2008		Webinar 8/3/2010		In person 1/28/2012	Webinar	Webinar	In person 1/10/2015	Webinar	Webinar
LOS ANGELES	In person 2007			In person 1/30/2010	Webinar	Webinar	In person 2/9/2013	Webinar	Webinar	In person	Webinar
NEW ENGLAND							Webinar 2/13/2013		Webinar 1/12/2015		
NEW YORK	In person 2007			Webinar 2/27/2010		In person 2/11/2012	Webinar	Webinar	In person 2/28/2015	Webinar	
NORTH CAROLINA REGION				Webinar 6/30/2010	TBD based on need	Webinar 4/26/2012	TBD based on need	Webinar 1/9/2014	TBD based on need	TBD based on need	
NORTH CENTRAL	In person 5/5/2007			Webinar 3/22/2010	In person 3/5/2011	Webinar	Webinar	In person 1/11/2014	Webinar	webinar	
NORTHWEST			Webinar 11/14/2009	Webinar		In Person 12/2/2011	Webinar 11/28/2012	Webinar 11/6/2013	In person 12/13/2014	Webinar	
ORANGE COUNTY REGION				In person 9/28/2010	TBD based on need	TBD based on need	TBD based on need	Webinar 1/13/2014	TBD based on need	TBD based on need	
ROCKY MOUNTAIN				In person 2/5/2010	Webinar	Webinar	Webinar 2/12/2013	In-person 2/27/2014	Webinar	In person	
SAN FRANCISCO				Chartered 2010	In person 2/26/2011	Webinar	Webinar 2/5/2013	In person 11/16/2013	Webinar	Webinar	
SOUTH FLORIDA	In person 11/3/2007				In person	In person 1/21/2012	Webinar	Webinar	In person TBD	Webinar	
SUNSHINE	In person 2007		In person 1/31/2009		In person 2/5/2011	Webinar	Webinar 11/15/2012	In person 10/18/2013	Webinar	Webinar	
TORONTO		In person 12/6/2008		Webinar 1/24/2011		In person 10/15/2011	Webinar 11/20/2012	Webinar 11/19/2013	In person 12/6/2014	Webinar	
UNITED KINGDOM					Webinar	Webinar	Webinar	In person 10/1/2014	Webinar	Webinar	
VANCOUVER REGION (as needed)				Webinar 2/10/2010	TBD based on need	Webinar 3/6/2012	TBD based on need	TBD based on need	TBD based on need	TBD based on need	
WASH DC	In person 2007		Webinar 10/22/2009	Webinar	In person	In person 2/16/2012	Webinar	Webinar	In person TBD	webinar	

### RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN

Chapters	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes	Yes	Yes	Yes	N/M	Yes						Yes	
Atlanta	N/M	Yes	Yes	Yes	Yes								Yes	
Atlantic City	Yes	Yes	Yes	Yes	Yes	N/M	N/M	N/M	Yes	Yes		Yes	Yes	Yes
Chicago	Yes	Yes	Yes	Yes	Yes	Yes					Yes	Yes	Yes	
Dallas	Yes	Yes	Yes	Yes	Yes	Yes	N/M	Yes		Yes	Yes	N/M	Yes	Yes
Houston	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	N/M	Yes			
Las Vegas	Yes	Yes	Yes	Yes	Yes	Yes		Yes		Yes	N/M		Yes	
Los Angeles	Yes	Yes	Yes	Yes	Yes	Yes	Yes						Yes	Yes
New York	Yes	Yes	Yes	Yes	N/M	Yes							Yes	
North Central	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	N/M		Yes	
Northwest	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes		Yes	
Rocky Mountain	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes
S. Florida	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes			Yes	
San Francisco Bay	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				Yes	Yes
Sunshine	Yes	Yes	Yes	Yes	Yes	Yes	Yes						Yes	
Toronto	Yes	Yes	Yes	Yes	Yes	Yes	Yes	N/M	Yes	Yes	Yes		Yes	
UK	Yes	Yes	Yes	Yes	Yes	N/M	Yes	Yes	Yes	Yes	N/M	Yes		
Washington, DC	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					Yes	
<b>Regional Groups (Minutes once a quarter)</b>														
New England	N/M	N/M	Yes	N/M	N/M	N/M	Yes	N/M	Yes	N/M	N/M	N/M		
North Carolina	Yes	N/M	Yes	N/M	Yes	N/M	Yes	N/M	N/M	N/M	Yes	N/M		
Orange County	N/M	Yes	N/M	Yes	N/M	Yes	N/M	N/M	Yes					
San Diego	N/M	Yes	Yes	N/M	Yes	N/M	N/M	Yes						
Vancouver	Yes	N/M	Yes	N/M	N/M	N/M					Yes			

## VP/FINANCE

### FERNANDO DIAZ

#### Job Purpose

- Keep and maintain, or cause to be kept and maintained, adequate and correct books and records of the properties and business transactions of the corporation, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, retained earnings, and other matters customarily included in financial statements

- Regularly review income and expenditures with Executive Committee to ensure knowledge of financial affairs and status of the organization is clear
- Develop new ideas for Fundraising

### 2015 GOALS

- Have all chapters submit budgets by the beginning of the year; help chapters to achieve this request if necessary
- Have all chapters submit business plan by the beginning of the year; help chapters to achieve this request if necessary
- Have all chapters submit results of activity reports (very important)
- Participate in all discipline calls
- Maintain or cause to maintain Strategic Plan
- Develop NEWH Signature Fundraiser

- Follow up with chapters to submit signature bankcards after the **first** board meeting of the year.
- Work closely with Fundraising Director to develop new Signature Fundraiser

### LONG TERM GOALS FOR THIS POSITION

- Ensure all chapters KNOW what is expected in way of reporting.
- Produce Signature NEWH Fundraiser in 2016

### OTHER REPORT ITEMS

- Within the next year or so NEWH, Inc will increase it's percentage of what the chapters need to pay
- Chapters DO NOT have to give 50% in Scholarship Awards out, but we do encourage NOT to give out more than 50%
- **REMINDER – RESULTS OF ACTIVITY REPORTS MUST SENT INTO INC OFFICE WITHIN 45 DAYS AFETR THE EVENT**

### STEPS TO ACHIEVE GOALS

- Work with NEWH, Inc. office to follow up on chapters not forwarding information ;
- Work with Diane and Jena to make sure chapters know (via board training) that information is submitted to NEWH, Inc. promptly; and

BANK BALANCES		
account balances as of 12/31/2014		
General		\$ 687,895.17
Scholarship		125,718.27
Cliff Tuttle Scholarship		32,247.51
Money Market (cash reserve fund)		172,406.86
Long Term Reserve Account (money market acct receives higher interest than CD)		200,000.00
Cash Reserve Account (money market acct receives higher interest than CD)		75,000.00
CD		100,000.00
NEWH, Inc. acct in Canada (7/31/13)		CAD 10,276.70
NEWH Canada, Inc.		CAD 42,998.28
NEWH, Inc. acct. in London		£ 3,187.65

Chapter	Annual Budget Rec'd	Statement from Bank	Labeling cks and deposits	Updated Signature Cards	2014 Fundraising Remittance	2014 to date Fundraising %***	2014 Monies transferred to Scholarship Acct	Checking Bal	Date	Scholarship Bal	Date	CD	Date
Arizona	X	X	X	X	Yes	53%	12,075.26	6,627.55	12/31/14	7,447.66	12/31/14		
Atlanta	X	X	X	X	Yes	46%	15,698.84	8,065.03	12/31/14	21,623.87	12/31/14		
Atlantic City	X	X	X	X	Inv'd	34%	4,420.00	16,256.44	12/31/14	13,467.51	12/31/14		
Chicago	X	X	X	X	Inv'd	49%	27,903.33	113,255.87	12/31/14	44,254.61	12/31/14		
Dallas	X	X	X	X	Yes	43%	-	46,358.23	12/31/14	44,190.60	12/31/14		
Houston		X	X	X	Yes	79%	9,004.65	67,288.36	12/31/14	12,159.80	12/31/14		
Las Vegas		X	X	X	Inv'd	15%	68,617.13	162,570.53	12/31/14	85,160.59	12/31/14		
Los Angeles Founding	X	X	X	X	Need info	0%	35,329.44	163,527.93	12/31/14	121,927.82	12/31/14		
New York	X	X	X	X	Yes	22%	30,100.00	76,210.52	12/31/14	75,422.25	12/31/14		
North Central	X	X	X	X	Yes	44%	13,295.76	30,639.50	12/31/14	25,329.18	12/31/14		
Northwest	X	X	X	X	Yes	52%	24,075.58	67,719.69	12/31/14	39,216.23	12/31/14		
Rocky Mountain	X	X	X	X	Yes	26%	7,031.43	55,154.55	12/31/14	17,159.50	12/31/14		
San Francisco Bay Area	X	X	X	X	Inv'd	51%	45,724.26	79,057.84	12/31/14	72,801.28	12/31/14		
South Florida	X	X	X	X	Inv'd	22%	6,180.57	24,038.86	12/31/14	30,437.69	12/31/14		
Sunshine	X	X	X	X	Yes	58%	4,181.64	53,694.69	12/31/14	42,382.49	12/31/14		
Toronto	X	X						27,637.96	12/31/14	37,855.13	12/31/14		
United Kingdom								3,235.92	12/31/14	4,939.72	12/31/14		
Washington DC Metro	X	X	X	X	Inv'd	51%	52,283.18	228,327.69	12/31/14	43,367.65	12/31/14	40,093.59	12/31/14

Regional Groups

New England	9,132.31	12/31/14	13,672.43	12/31/14
North Carolina	4,071.95	12/31/14	7,195.26	12/31/14
Orange County	4,115.26	12/31/14	21,078.38	12/31/14
San Diego	409.85	12/31/14	18,845.83	12/31/14
Vancouver				
Virginia			12,019.63	12/31/14

**2015 PROPOSED BUDGET**

		<b>INCOME</b>		<b>EXPENSE</b>	
<b>President</b>		-		9,625.00	
<b>President Elect</b>		-		6,000.00	
<b>Past President</b>		-		11,600.00	
	Mentorship	-		3,500.00	
<b>Executive Adviser</b>		-		2,000.00	
<b>Secretary</b>		-		2,380.00	
	Board Training	-		8,410.00	
<b>Vice President Finance</b>		-		2,400.00	
	Travel / Delegate	-		15,000.00	
<b>Vice President/Education</b>		-		3,350.00	
	Scholarship	-		3,400.00	
	Continuing Education	9,350.00		7,895.00	
	Sustainable Scholarship	14,000.00		13,575.00	
	ICON Scholarship	11,000.00		14,100.00	
	Clifford Tuttle Scholarship	2,500.00		6,100.00	
	Vendor Scholarship	32,500.00		33,950.00	
<b>VP/Membership</b>		-		2,500.00	
	Membership	220,000.00		130,050.00	
	Expansion	-		2,050.00	
<b>VP/Development</b>		-		100.00	
	Corporate Partner Development	659,000.00		61,800.00	
	Fundraising	75,000.00		4,900.00	
	Leadership Council	-		-	
<b>VP/Marketing</b>		-		2,360.00	
	Marketing	-		26,000.00	
	Marketing Communications	45,000.00		3,150.00	
	Marketing Collateral	-		2,000.00	
	NEWH Awards	-		1,350.00	
<b>VP/Events</b>		-		-	
	Tradeshows/USA	-		23,750.00	
	Tradeshows/other	-		-	
	Tradeshows/Regional	943,020.00		655,856.00	
	NEWH Conferences	100,405.39		269,700.00	
<b>VP/Sustainability</b>		-		2,300.00	
	Sustainable Conference	-		-	
	Sustainable Hospitality	44,700.00		7,850.00	
<b>Administration</b>		-		638,473.26	
	NEWH Governing Board Mtg.	4,000.00		15,800.00	
	Website	25,000.00		80,100.00	
	Publications	-		3,350.00	
	Reserve Acct.	-		50,000.00	
	Bank/Credit Card	-		22,800.00	

## VP/EDUCATION

### ANDREA THOMAS

#### Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Education and Scholarship

#### 2015 GOALS

- Scholarship**
  - Work with the Director of Scholarship in the execution of all current scholarship initiatives including vendor scholarships, ICONS and the Sustainability design Competition.
  - Interface with Chapter Directors via discipline calls.
- Education**
  - Assist Director of Continuing Education and CEU Committee Chair to fulfill requirements for the IACET application to be approved as a provider organization for continuing education.
- Marketing**
  - Establish a consistent format for forms and collateral for all scholarships in keeping with the overall marketing vision for the organization.

#### STEPS TAKEN TO ACHIEVE GOALS

- Vendor Scholarships**
  - FR-One Harvey Nudelman memorial Scholarship**  
The application deadline for this \$4,000 scholarship will be March 10, 2015 and awarded at HD Expo in Las Vegas in May of 2015.
  - Fabric Innovations Legacy Scholarship**  
Deborah Herman has generously made a three-year commitment to fund this \$10,000 scholarship. The recipient selected in 2014 was Camila Bayly, a Hotel Administration major at Cornell University. This is the third year for the scholarship and is open to Hospitality Management students. It will be given at the Platinum Circle Awards in November 2015, in conjunction with the IHM&RS show and BDNY in New York.
  - Symmons Smart Scholarship**  
Symmons Industries awarded their first of three \$4,000 scholarships at HD Expo in May of 2014. The 2015 award will include a Guest Room Lavatory Faucet design competition. The standard NEWH criterion has to be met first and the projects from that group of students will be judged to select the winner. The student will be presented the award at a breakfast event and their design will be showcased at the Symmons Booth. If the company decides to produce the design, the student designer will be credited in their literature. The winning student and the design will be used in the NEWH Magazine and website.
- ICON of Industry**
  - The 2014 ICON is **Bob Thomas**, founder of Signature.
  - A \$5,000 Scholarship in his honor was given on November 10, 2014, at the Gold Key Awards in New York. The winning student was **Tara Headley**, a graduate student in Interior Design at the Savanna College of Art and Design. She earned her BFA in design at SCAD, as well.
  - The \$3,500 Honorable Mention Scholarship will be awarded to **Katherine Timmerman**, a Master's Degree candidate in Interior Design attending Florida State Uni-

versity, having also received her Bachelor's at Florida State. She will be presented the award at HD Expo in Las Vegas in May.

- Clifford R. Tuttle Memorial Scholarship**
  - The first \$5,000 Memorial Scholarship, honoring Cliff Tuttle, was given at the Platinum Circle Awards in November 2014. The student chosen of the many applications received is **Alex Knodel**, a BS Interior Design major at the University of Cincinnati. The next scholarship recipient will again be presented in New York in 2015.
- Sustainable Design Competition – 2014-2015**
  - We are grateful to **JLF Ionemeadow and Crypton Fabrics** for their sponsorship of these two \$5,000 awards.
  - This year's competition is "**The Sustainable Guest Experience - Hostel.**" An undergraduate and graduate winner will be selected and recognized at HD Expo in May 2015.
  - The finished projects are due February 11, 2015.
- Continuing Education**
  - Chris Wasmer and MaryAnn Thornam, along with NEWH staff, continue to work on completing the IACET application in order to become providers of our own CEU programs, the goal being able to offer state of the art, high quality educational programs to the hospitality industry. We have registered with IDCEC as a conference provider, as well as with AIA, to have access to their CEUs in the meantime. If you are interested in working on this initiative, please contact Chris Wasmer – [wasmer@roadrunner.com](mailto:wasmer@roadrunner.com).
- Board Training Manual**
  - Guidelines for scholarships and other changes/updates to be made to
- Website updates/corrections as necessary**
  - Working with the Scholarship Director, VP of Marketing and the Inc. office to update Board Manual is an ongoing process. Please submit any changes/updates you feel should be made to the VP Education or the NEWH Inc. office. All scholarship information as necessary on website.
- Marketing**
  - Coordinate with the VP of Marketing on all media and collateral pertaining to scholarships.

#### LONG TERM GOALS FOR THIS POSITION

- Provide and plan for smooth interface/interaction between activities of Scholarship and Education at all levels within NEWH Inc. and Chapters.
- Ongoing - Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. Education for use by future occupants of this position.
- Communication outreach to schools/programs supported by Chapter and Inc. scholarships via use of social media, i.e., Facebook and or NEWH Inc. / website.

## SCHOLARSHIP

### SUSAN BURNSIDE

#### Job Purpose

- Direct the NEWH, Inc. Scholarship Program and see that NEWH, Inc. chapters follow the Scholarship mission of the organization

### 2015 GOALS

- Continue to work closely with VP of Education Andrea Thomas and the NEWH Inc office
- Establish lines of communication with all Chapter and Regional Scholarship Directors and provide support as required
- Promote all current scholarship opportunities available at the "national" level
- Solicit new vendors for additional Scholarship opportunities at both the Chapter level and "national" level
- Continue to maintain open communication with our current Scholarship sponsors and work on innovative ways to promote the opportunities to the students

### STEPS TO ACHIEVE GOALS

- Encourage participation in the quarterly conference calls with the Scholarship Directors
- Work closely with our Marketing Director on new and innovative campaigns promoting all the Scholarship opportunities available
- Continue to keep our Social Media outlets up to date with due dates and announcements featuring our winners
- Work with NEWH Inc to source new vendors for additional scholarship opportunities

### LONG TERM GOALS FOR THIS POSITION

- Follow up with past winners for updates on their career paths since winning an NEWH scholarship
- Establish new vendor-sponsored scholarships at both the Chapter level and the "national" level that encompass all facets of the Hospitality Industry

### OTHER REPORT ITEMS

- Congratulations to all the Chapters and Regional Groups for awarding nearly \$300,000.00 in scholarships in 2014!
- NEWH - CLIFFORD R TUTTLE SCHOLARSHIP
  - o \$5,000.00 award
  - o open to interior design students only
  - o Student is honoured at *Platinum Circle Awards* in NYC during BDNV
  - o 2014 winner – Alex Knodel :: University of Cincinnati
- NEWH – ICON of INDUSTRY SCHOLARSHIP
  - o \$5,000.00 main award / \$3,500.00 honourable mention award
  - o Open to all students in similar field to the ICON (2014 :: Bob Thomas)

- o Winning student is honoured at *Gold Key Awards* in NYC during BDNV
- o Runner-up student is honoured in Las Vegas during HD Expo
- o 2014 winner – Tara Headley :: Savannah College
- o 2014 runner-up – Katherine Timmerman :: Florida State
- NEWH – FABRIC INNOVATIONS LEGACY SCHOLARSHIP
  - o \$10,000.00 award
  - o Open to students at Cornell University or NYU studying Interior Design or Hospitality Management
  - o Student is honoured at *Platinum Circle Awards* in NYC during BDNV
  - o 2014 winner – Camila Bayly :: Cornell University
- NEWH – SYMMONS SMART SCHOLARSHIP
  - o \$4,000 award
  - o Open to Interior Design and Architecture students
  - o Faucet design component has been added for 2015, with the winner design being featured in the Symmons booth at HD Expo
  - o Student is honoured at *The New Entrepreneurs breakfast* in Las Vegas during HD Expo
  - o 2014 winner – Erica Killam :: Pratt Institute
- NEWH – FR-ONE HARVEY NUDLEMAN MEMORIAL SCHOLARSHIP
  - o \$4,000 award
  - o Open to Interior Design students only
  - o Student honoured at *Power Players : Women Leaders in Hospitality* breakfast in San Diego during BDWEST
  - o 2014 winner – Melanie Murata :: Florida State
- NEWH – SUSTAINABLE DESIGN COMPETITION SCHOLARSHIP
  - o \$5,000 Undergraduate winner / \$5,000.00 Graduate winner
  - o Open to all Interior Design or Architecture students
  - o Students are honoured at a *Green Voice Session* in Las Vegas during HD Expo
  - o 2014 undergraduate winner – Alina Bungardean :: Ryerson University
  - o 2014 graduate winner – Victor Lee :: Illinois State
- NEWH – SAMUELSON FURNITURE SCHOLARSHIP
  - o \$3,000 award
  - o Open to Interior Design students only
  - o Award date and venue to be determined

## SCHOLARSHIP AWARD REPORT

Chapter	2014	total # of awards	Total Given
Arizona	8,000.00	109	104,200.00
Atlanta	16,600.00	126	230,780.00
Atlantic City/Greater Philadelphia	6,000.00	8	19,500.00
Chicago	31,000.00	94	213,000.00
Dallas	30,000.00	149	290,200.00
Houston	8,000.00	102	107,625.00
Las Vegas	25,000.00	133	308,054.92
Los Angeles Founding Chapter	37,500.00	317	666,600.00
New England Region	7,500.00	29	26,450.00
New York	30,300.00	202	491,500.00
North Carolina Region	2,500.00	1	2,500.00
North Central	5,000.00	34	42,500.00
Northwest	22,000.00	35	63,500.00
Orange County Region (Southern Counties)	5,000.00	55	60,950.00
Rocky Mountain	9,500.00	35	65,200.00

San Diego Region	0	3	3,000.00
San Francisco Bay Area	15,000.00	7	30,000.00
South Florida	0	75	111,000.00
Sunshine	16,000.00	59	157,500.00
Toronto	19,000.00	47	CAD 85,013.00
United Kingdom	0	14	GBP 32,786.88
Vancouver	2,000.00	1	2,000.00
Virginia	0	8	16,500.00
Washington DC Metropolitan	20,000.00	99	248,300.00
Clifford Tuttle Scholarship	5,000.00	1	5,000.00
NEWH ICON of Industry	8,500.00	20	82,500.00
Sustainable Design Competition/School	5,000.00	9	45,000.00
Sustainable Design Competition/Student	5,000.00	9	40,000.00
Vendor - American Holtzcraft	0	1	3000.00
Vendor - Fabric Innovations Legacy	10,000.00	2	20,000.00
Vendor - Fabricut FR-One	3,000.00	8	24,500.00
Vendor - Symmons	4,000.00	1	4,000.00
<b>TOTALS</b>	<b>353,264.82</b>	<b>1793</b>	<b>3,605,636.64</b>

## CONTINUING EDUCATION

### MARY ANN THORNAM

#### Job Purpose

- Develop and implement a program of continuing education that meets the standards of IDCEC, NCIDQ and AIA, and promotes the credibility and Mission of NEWH, Inc.

**NO GOALS SUBMITTED**

## VP/MEMBERSHIP

### CYNTHIA GUTHRIE

#### Job Purpose

- Responsible for the well-being and growth of the NEWH, Inc. membership and expansion

#### 2014 GOALS

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level.
- Align goals with NEWH, Inc. Directors of Expansion & Membership for increasing membership & expansion.
- Work with chapters and regional groups looking at past and current ideas for ways to recruiting members and retaining members.
- Promote and increase Business Memberships
- Focus, identify & develop target areas/groups for growth & expansion.
- Verify/monitor compliance for group/chapter during expansion

#### STEPS TO ACHIEVE GOALS

- Review membership data/history & surveys to understand and mitigate decline of membership
- Work with, assign tasks to, review goals of and monitor NEWH, Inc. Directors of Expansion & Membership to align overall goals for increasing membership & expansion.
- Discipline conference call attendance with pertinent agenda items – ideas & practices review.
- Review current Business Membership level and work special promotion for this level and/or make changes. Develop new Business levels for NEWH Inc and chapters.
- Expansion – establish/review data (web, surveys & non-member mail list & communicate with NEWH, Inc. to develop markets for expansion.
- Communicate with Fundraising, Programming, Hospitality Direc-

- tors/Chairs at NEWH Inc. and Chapter levels to communicate important of inclusion of guests (non-members) at events and develop practices & strategies to convert to members.
- Review current procedures welcoming new members and membership renewals at NEWH, Inc. and chapter levels – potentially develop new procedures/systems.

#### LONG TERM GOALS FOR THIS POSITION

- Develop Standards and Best Practices for this position
- Develop Membership News for monthly email to member and non-member addresses.
- Increase Membership count to 2012 levels or better.

#### OTHER REPORT ITEMS

- Still in the works....During our strategic planning meeting at Miliken we further discussed potential formation of an **"Industry Leaders Council"** (ILC). A scope document has been started and there is still much work to be done to formulate an outline & criteria for the selection process of "Leaders", qualification needed, commitments by Leader needed, and benefits given to "Leaders" as well as an announcement once the details are finalized. We welcome additional ideas and comments from the IBOD and would like to move forward on this quickly so we can have in place for the Leadership Conference as first gathering of the "Council".
  - Objective: Attract, engage, elevate and diversify demographics of participants/friends of NEWH with high level industry professionals. By Product - generate further in-

- dustry recognition and raise profile of NEWH which in turn would create more networking, increase membership and leadership development.
- A Council member would be VP or higher-level positions or at a level potential to award projects. There is potential for three (3) subsets – Educators, Designers and Hoteliers for consideration.
- They could be designers, hotel brand, hotel managements/owners/developers & educators.
- It would be an invitation only position determined by the EC vote.
- We could reach out to each chapter to gather list for potentials similar to how TOP ID was gathered for names.
- They would have to commit to contribute to NEWH/Chapter of at least one event and meet for one (1) advisory/focus group for NEWH Inc. – Event examples: be a speaker, on panel, Owner’s Roundtable, attend, or some other TBD participation.
- Benefits to “Leader” could be complimentary admission to

- a Chapter Program, listing on the NEWH website, potentially local Chapter marketing – still in process of discussion.
- Potentially this could foster the development of new levels of membership.
- Budgets to get ILC members for advisory/focus participation/meeting to be vetted as well.
- Agenda for meeting to be determined
- Hawaii –Very exciting to see the local hospitality community being supported by NEWH with the official email announcing a Regional Trade show to be held Feb 19, 2015. It will be interesting to see how many vendors do support the event and the prospect of Hawaii growing into a chapter someday and thriving with members.
- I look forward to working with the incoming Inc. Directors and our local chapter board members. There are great ideas shared on our Membership discipline calls and we will explore ways to publish these ideas to each chapter...more to come on this. Please inform your membership directors that it is very important to attend these calls.

## MEMBERSHIP

### CINDY ANDREWS

#### Job Purpose

- Develop a program to maintain memberships, increase visibility to potential members and promote NEWH, Inc.

#### 2015 GOALS

- To make the Membership process more uniform in all chapters
- Establish a relationship with local schools/universities to involve more students

- Visit with all chapters via e-mail or phone to discuss their membership processing and membership drives and relationships with local schools/universities
- To make the Membership process quicker and easier for all chapters and NEWH Inc.

#### STEPS TO ACHIEVE GOALS

### MEMBERSHIP REPORT BY CHAPTER

chapter	2014 Year End	2014 Year End w/ Students	2015 to date	2015 to date w/ Students	% of Change since January Meeting does not include students	2014 non renewals		2015 new members/past returning		voting members	non voting	students
						Students are not reflected						
Arizona	60	78	66	74	10%	2	3.3%	6	9.1%	46	20	8
Atlanta	289	414	361	436	25%	3	1.0%	17	4.7%	250	111	75
Atlantic City/Philadelphia	60	80	75	84	25%	1	1.7%	7	9.3%	51	24	9
Chicago	227	355	292	375	29%	3	1.3%	29	9.9%	173	119	83
Dallas	352	543	438	578	24%	2	0.6%	37	8.4%	284	154	140
Houston	151	249	192	248	27%	2	1.3%	14	7.3%	98	94	56
Las Vegas	129	174	158	199	22%	0	0.0%	24	15.2%	107	51	41
Los Angeles Founding	242	307	279	324	15%	1	0.4%	30	10.8%	208	71	45
New York	393	496	407	520	4%	2	0.5%	35	8.6%	291	116	113
North Central	151	306	155	314	3%	3	2.0%	15	9.7%	81	74	159
Northwest	142	185	137	185	-4%	1	0.7%	8	5.8%	132	5	48
Rocky Mountain	107	140	108	143	1%	0	0.0%	5	4.6%	87	21	35
San Francisco Bay	153	216	200	245	31%	2	1.3%	6	3.0%	161	39	45
South Florida	118	152	126	171	7%	1	0.8%	12	9.5%	95	31	45
Sunshine	201	262	205	264	2%	1	0.5%	12	5.9%	160	45	59
Toronto	134	187	134	190	0%	1	0.7%	9	6.7%	105	29	56
United Kingdom	69	69	68	68	-1%	0	0.0%	3	4.4%	67	1	0
Washington DC Metro	208	300	208	309	0%	2	1.0%	8	3.8%	147	61	101
New England Region	90	130	112	138	24%	0	0.0%	16	14.3%	90	22	26
Atlantic Canada Region	4	4	4	4	0%	0	0.0%	0	0.0%	4	0	0
North Carolina Region	63	149	64	154	2%	5	7.9%	5	7.8%	56	8	90
Orange County Region	41	80	76	154	85%	0	0.0%	10	13.2%	71	5	78
Regional Members	65	101	70	105	8%	24	36.9%	25	35.7%	62	8	35
San Diego Region	28	66	0	0	-100%	0	0.0%	0	0	0	0	0
Vancouver Region	44	159	50	180	14%	0	0.0%	7	14.0%	38	12	130
Virginia Region	22	61	0	0		0	0.0%	0	0	0	0	0
edited 16-January-2015	3543	5263	3985	5462	12%	56	1.6%	340	8.5%	2864	1121	1477

**EXPANSION**

**JASON STOCK**

**Job Purpose**

- Responsible for identifying, developing and supervising new chapters from initial organization through Charter process
- To support the NEWH Regional Areas and Members-at-Large

**NO GOALS SUBMITTED**

**REGIONAL MEMBERSHIP**

Regional Area	2015	2014	2013	2015 Projections
Alabama Region	2	2	1	
Arkansas Region	1	1	1	
Asia/Pacific	0	0	1	
Canada Regional	0	2	0	
Hawaii Region	10	13	0	
India	1			
Indiana Region	2	6	1	
Kansas	1			

Regional Area	2015	2014	2013	2015 Projections
Louisiana	1			
Memphis/Mid-South	17	21	11	
Michigan Region	14	11	1	
Missouri	0	4	3	
Ohio Region	10	7	10	
Oklahoma Region	4	7	6	
South Carolina Region	2	3	3	
Virginia Region	41	57		

**VP/DEVELOPMENT**

**Job Purpose**

- Develop and facilitate methods of generating revenue for NEWH, Inc.

2014 CORPORATE PARTNERS	level	partner since
<b>Durkan Hospitality</b>	Benefactor	1995
<b>Fabricut Contract/S. Harris</b>	Benefactor	2004
<b>RH Contract</b>	Benefactor	2012
<b>Signature</b>	Benefactor	2005
<b>ULSTER</b>	Benefactor	2003
<b>American Leather</b>	Patron	2008
<b>Crypton Fabrics</b>	Patron	2014
<b>Delta Faucet Company</b>	Patron	2014
<b>Hospitality Design Group</b>	Patron	2001
<b>Hospitality Media Group, LLC</b>	Patron	2012
<b>Hotel Interactive</b>	Patron	2012
<b>Installation Services Group</b>	Patron	2010
<b>Milliken Hospitality</b>	Patron	1996
<b>Moen, Incorporated</b>	Patron	2012
<b>Summer Classics Contract</b>	Patron	2011
<b>American Atelier, Inc.</b>	Supporting	2011
<b>Arteriors Contract</b>	Supporting	2013
<b>Ashley Lighting, Inc.</b>	Supporting	2012
<b>B Carpet</b>	Supporting	2001
<b>Bernhardt Hospitality</b>	Supporting	2012
<b>Conneaut Leather</b>	Supporting	2012
<b>Electric Mirror</b>	Supporting	2008
<b>Fabric Innovations</b>	Supporting	2011
<b>Justice Design Group</b>	Supporting	2013
<b>Karndean DesignFlooring</b>	Supporting	2011

<b>Lexmark Carpet Mills</b>	Supporting	2008
<b>Lily Jack</b>	Supporting	2011
<b>Mandy Li Collection</b>	Supporting	2011
<b>OW Hospitality</b>	Supporting	2014
<b>P/Kaufmann Contract</b>	Supporting	2011
<b>Richloom Contract</b>	Supporting	2013
<b>Sem Fim</b>	Supporting	2013
<b>Serta International</b>	Supporting	2005
<b>Séura Incorporated</b>	Supporting	2012
<b>Shafer Commercial Seating</b>	Supporting	2012
<b>Shaw Hospitality Group</b>		1999/2015
<b>Shelby Williams</b>	Supporting	1994/2011
<b>Tropitone Furniture Company</b>	Supporting	2012
<b>Vaughn Benz</b>	Supporting	2011
<b>WALTERS</b>	Supporting	2012

NEWH has put a cap on the number of Corporate Partners under each level of commitment (Benefactor – 5; Patron – 10; Supporting – 25). All are now filled. We are keeping a waiting list if a company is interested. They will be contacted if one of our current partners does not renew. All inquiries should be directed to Jena Seibel or Shelia Lohmiller.

## FUNDRAISING

### RON M<sup>C</sup>DANIEL

#### Job Purpose

- To coordinate, support and monitor all fundraising activities within the organization, and to develop and implement NEWH's fundraising strategies for unrestricted income so as to help generate the security and funds required to achieve NEWH's growth plans.
- **NO GOALS SUBMITTED**

## VP/MARKETING

### TARA MASTRELLI

#### Job Purpose

- Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence

**NO GOALS SUBMITTED**

## MARKETING COMMUNICATIONS

#### Job Purpose

- Provide marketing communications through Public Relations and online media for NEWH, Inc. and support initiatives and chapter events and programs with international and regional marketing opportunities.

## MARKETING COLLATERAL

### BRITTANY JOHNSON

#### Job Purpose

- To maintain a creative calendar for marketing collateral and to work closely with NEWH, Inc. Board of Directors and its chapters to ensure consistency of branding, creativity and accuracy of marketing materials.

#### 2014 GOALS

- Review of current NEWH Inc. Marketing Materials
- Snapshot review of the chapter materials
- Begin a template process for chapters to use

#### STEPS TO ACHIEVE GOALS

- Collect all NEWH Inc. marketing documents and review with Tara
- Work with Diane on getting a cross section of marketing materials from the chapters for review with Tara
- Based on analysis determine what chapters are in need of for continued growth and success of their chapters while maintaining a consistent identity across NEWH.

- Either 2015 or 2016 begin to work with graphics professional/Polly etc. to create the templates.

#### LONG TERM GOALS FOR THIS POSITION

- Strengthen the visual presence of NEWH with consistency and ease of use
- Provide easy to use tools and templates for the chapters.
- Would like to see a rise in the use of newsletters by each chapter as this can be a very effect and succinct tool to keep members informed.
- Provide more support from Inc. in html formats and web based tools.

---

## VP/EVENTS

---

### PHILIP BYRNE

#### Job Purpose

- Develop and maintain a plan to provide events that benefit the NEWH membership and enhance the NEWH brand.

#### 2015 GOALS

- Ensure 2015 RTS are well executed and financially successful
- Plan with Inc RTS calendar for 2015/2016
- Ensure a succession plan in place
- Organize provisional calendar for 2017

#### STEPS TO ACHIEVE GOALS

- Review position description process
- Work closely with Inc and Chapters
- Work closely with RTS Director and Conference Director

#### LONG TERM GOALS FOR THIS POSITION

- Introduce Chapters/Regional groups to the RTS experience
- Develop overseas relationships and events where possible
- Review registration and entry process into RTS

#### OTHER REPORT ITEMS

- 2015 Leadership Conference thanks to Leigh and the team begins Jan 22nd
- Trade shows for 2014 were successfully held in LA, DC, Atlanta,

Denver and Houston. Many thanks to all those who participated to make these events a significant contributor of scholarship funds.

- 2015 Calendar is now full beginning with a Product Showcase event in Dallas in conjunction with Leadership Conference. Also Hawaii, Orlando, Chicago, San Fran, Seattle and Minneapolis.
- Provisional calendar for 2016 subject to the announcement of the 2017 NEWH Leadership Conference is currently Atlanta, Denver, Hawaii, and Washington DC Metro, 2017
- Any interest from any Chapters or Regional groups for 2017 considering hosting a RTS should contact Jena Seibel or Philip Byrne.
- As always many thanks to Inc. and hardworking volunteers everywhere at all levels, without whom our events would not be the successes they are.

---

## NEWH CONFERENCES

---

### LEIGH MITCHELL

#### Job Purpose

- Develop the bi-annual NEWH International Conference – Making better Leaders in the Hospitality Industry

#### 2015 GOALS

- Successful Execution of the 2015 Leadership Conference

#### STEPS TO ACHIEVE GOALS

- Calls with INC to verify all bases are covered for 2015 Conference.
- Blitz needed for sponsorships, product tables and president dinner sales
- Discussion with Philip regarding 2015 Conference and timing, close work with the Dallas chapter on the many details.
- Create Budget and pricing for conference

#### LONG TERM GOALS FOR THIS POSITION

- Successful execution of 2015 Leadership Conference, taking what has been learned from the 2013 conference and planning better.

#### REPORT UPDATE OCTOBER 1, 2014

- Fairmont Dallas selected as the 2015 Leadership Conference

location.

- Dates of January 22-24, 2015 selected so as not to compete with ALIS conference. This will need to be reevaluated for 2017 as January has many conflicts.
- Schedule/timeline being finalized – great meeting in Dallas September 2014 to review venues.
- Trade show to have Innovator booths
- Keynotes finalized – Jeffrey Beers and Scott Gerber and Lori Strohs
- Scholarship luncheon – new format
- Stacy working on Roundtable participants, currently at 22 participants and need more.
- as of 12/15 ticket sales are coming in but sponsorships commitments are currently behind.
- working on finalizing panels by 12/31/15

---

## REGIONAL TRADESHOWS

---

#### Job Purpose

- Be responsible for and coordination of all NEWH, Inc. Regional Tradeshow (tabletop/mini-booth format) activities

---

## VP/SUSTAINABLE HOSPITALITY

---

### DINA BELON

#### Job Purpose

- Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence

#### NO GOALS SUBMITTED

---

## SUSTAINABLE HOSPITALITY

---

### ADRIENNE PUMPHREY

#### Job Purpose

- Develop and facilitate programs that bring NEWH, Inc. to the forefront of Sustainability in the Hospitality Industry. The programs should increase the visibility/credibility of NEWH, Inc.

**NO GOALS SUBMITTED**

## **VP/INTERNATIONAL RELATIONS - CANADA**

### **CHRISTINE TUCKER**

#### **Job Purpose**

- Develop and facilitate a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc.

#### **2015 Goals**

- Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH.
- Explore and encourage new Regional Groups in other areas of Canada.
- Pursue interest in Calgary & Edmonton see if have further interest to support Regional Group.
- Work with NEWH International to maintain structure and best practices for International Chapters working with NEWH Inc. for continued relations that benefit all parties.
- Build on the Networking opportunities through out Canada and USA.
- Strengthen membership and relationships with US and UK counterparts.
- Continue to work with NEWH in Vancouver, B.C. has been a very strong and positive Regional Group with positive experienced board in place for 2015.
- Continued growth with other associations in Canada to expand our membership base.
- Working with members in Halifax to build a committee with new members in Atlantic Canada to develop the Regional Group and Committees.
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Work with interested individuals in Winnipeg, Calgary and Edmonton to see if have enough interested and committed to start Regional Groups.
- Mentor members to move into the International forum and understand Canada and USA format and structures.
- Work with Canadian and US legal to ensure compliance to all Federal concerns of both countries.

#### **Long Term Goals for This Position**

- Work with Chapter's in Canada to make sure they understand NEWH and the complete offering and keep them involved on an International level
- Keep communication with International office and other Chapters
- Grow membership in Canada
- Continue to encourage and educate succession plan for future members in Canada.

#### **Steps to Achieve Goals**

- Working with committee members in Vancouver Regional Group and Committees.

## **VP/INTERNATIONAL RELATIONS – UNITED KINGDOM**

### **JULIAN BRINTON**

#### **Job Purpose**

- Develop and facilitate a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc.

**NO GOALS SUBMITTED**

## **PAST PRESIDENT**

### **JULIA MARKS**

#### **Job Purpose**

- To provide counsel to the NEWH, Inc. Governing Board

**NO GOALS SUBMITTED**

## **NEWH MENTORSHIP**

### **SANDY BANKS**

#### **Job Purpose**

- Develop a program of informal mentorship for members of the Hospitality Industry

#### **2015 GOALS**

At HD Expo in May, we attempted to meet with the three presidents in the chapters chosen for the launch of the program. David Tracz of the Washington DC Metro Chapter was the only one to attend, but follow up calls were made to the group to advise of the details. We had hoped to set up launch gathering for all interested members in each chapter with a local director for each location that would act as liaison to the NEWH, Inc. Board. This person

would monitor the mentor/mentee matches and report the progress. This is still the plan but because of summer holidays/vacations, etc., and fall schedules are very busy, this has been moved to 2015.

#### **LONG TERM GOALS FOR THIS POSITION**

Establish mentorship opportunities in all chapters interested in the program

#### **OTHER REPORT ITEMS**

I will be in touch with the newly elected chapter presidents to determine if they are still onboard and interested in scheduling launch gatherings in the spring. In addition, the program will be announced and discussed at the scholarship luncheon at the Leadership Conference to reintroduce and invigorate national/international interest. Brochures and applications will be availa-

ble throughout the conference for distribution. It is possible we will have to reassess our chapter choices and assign other available chapters. We will move forward with designing a standard meeting announcement that can be used as an e-blast, Facebook, or other social media that each chapter can use for future mentoring meetings.

---

## EXECUTIVE ADVISER

---

### HELEN REED

#### Job Purpose

- To provide counsel to the NEWH, Inc. Governing Board
- Assist the NEWH, Inc. Governing Board in preparing its annual total strategy plan both for the short and long term
- Monitor the health of NEWH, Inc. and adherence to its mission

**NO GOALS SUBMITTED**

---

## NEWH AMBASSADORS

---

### MICHELLE FINN

### DEBORAH HERMAN

### STACY RAUEN

#### Job Purpose

- Act as Good Will Ambassador by bringing awareness of NEWH, Inc. throughout the industry

**NO GOALS SUBMITTED**

---

## NEWH OFFICE

---

### STAFF

#### 2015 BOARDS

**Does your board have the resources and information available to have a successful year?** Do all board members know exactly what is expected of them in their position? Please be sure that all voting board members have participated in the mandatory call for their position. They will be contacted by the NEWH, Inc. office if they have not done so (these are mandatory, and required in order to serve on your chapter board).

**Chapter job descriptions** for each board position can be found in the Board Resources area of the website (you must be logged in to the **website** in order to see the NEWH Board Resources menu item on the bottom of the page – if you have problems logging in, please contact Diane at the NEWH office to reset your login). The job descriptions are very helpful for those serving on the board, as well as if you are recruiting for an empty board position.

**Quarterly Calls** – quarterly calls for each discipline area will begin soon. Please be on the lookout for the call schedule and **encourage all board members to participate**. There is a wealth of information shared during these calls and so much is learned when you talk to other chapter board members who share your same position. If you are not attending these calls, you are missing out!

**Delegate Reports** – do you see a delegate report from your chapter in this packet? If not, be sure your delegates are completing the reports and turning them in by the deadline!

**Chapter Board Training** – In-person board training takes place every three years. Jena and Diane will contact you when your chapter is due for an in-person training. Webinars are available for the two years in between in-person visits. If you have a newer board or would just like a refresher, this two-hour webinar will get you on track! Call Jena or Diane to schedule.

**Dues Reports** – Many members have a dues date in January. You may see a significant drop in your member numbers because of this. Be sure to look over your chapter dues report (which is emailed to all board members). Divvy up names on the report and contact directly those members who have recently lapsed or those whose dues are coming up. Remind them to renew online, and also invite them to your upcoming events. People are much more likely to renew after personal contact than from a reminder email from NEWH, Inc.

You may notice on the January and February Dues Report a decrease in your student members and an increase in your associate members. Student members who graduated in 2014 will receive a courtesy associate membership in 2015. Now's the time to contact these members to be sure we have their correct contact information!

**New Members** – many chapters have membership drives at the beginning of the year. If your chapter is having a drive and offering any type of discount for new members (and only new members, discounts are not applied to past/renewing members) – PLEASE be sure to let the NEWH, Inc. office know of any discounts being offered. If you are collecting applications at your event, be sure these applications are approved in a timely fashion by board and send to NEWH, Inc. to process. People are most enthused and excited right when they join, they do not want to wait more than 30 days before hearing anything from your chapter or receiving their new member packet. Be sure to send them a welcome email upon approval and let them know of upcoming events. This is also a great time to ask them to volunteer in your chapter and to be part of a committee!

**Welcome** new members on Facebook or include a new member spotlight on your chapter web page (just send information you'd like on your website to Diane at the NEWH, Inc. office). Introduce new members at your next event. Make new members feel wel-

---

## MEMBERSHIP

---

come!

## EVENTS

**Please be sure to allow two (2) to three (3) days MINIMUM to process your email blast requests.** Event broadcasts are done on a first come first serve basis, so if a chapter requests their broadcast in a timely manner, it will be done before any last minute requests.

Be sure to check your chapter event calendar on the website to be sure it is correct. If you have changes, email Diane Federwitz.

**Not receiving emails?** If you know of anyone not receiving email broadcasts, please contact Diane to track the individual email to be sure the email is on your chapter list and has not bounced, etc. Please remind people to check their spam folder, talk to their company IT department, and add postmaster@newh.org as an approved/safe sender in their contact list.

**Too many emails? (or do you feel you are missing out?)** You can sign up for any NEWH email list on the NEWH website – the link is at the far bottom left of the home page. To be removed from a mailing list, at the bottom of all email broadcasts you will see “Unsubscribe or update your email preferences” CLICK IT... you will be taken to a list of all NEWH email blast lists. You can add yourself or delete yourself from any of the lists.

## SCHOLARSHIP

- **Scholarship applications:** Ask your students/professors best place to advertise your scholarship. Determine where students go to find info on scholarships. Collaborate with student IIDA or other student groups/chapters to post scholarship flyers/applications. Hold a student day at the college. Connect with an invite to educators for your events.
- **Engaging students:** Invite students to volunteer at check in desk at events, involve them in your fundraisers, or ask them to serve on a committee. Make sure scholarship recipients become student members, stay in touch with scholarship recipients. Have a mentor shadow with students at events; introduce them to your membership. Students and full-time educational professionals can join NEWH free. Chapter scholarship applicants and awardees can also apply for any of the NEWH, Inc. scholarship such as, FR-1, Fabric Innovations, Symmons, Clifford Tuttle, Sustainable Design Competition, etc.
- **Awarding scholarships:** Among the other scholarship criteria requirements, the student must have eligible debt through their school at time of the scholarship award for tuition, books or supplies. Scholarship check must be made payable to the college (Scholarship Director must call the college to obtain correct mailing information, etc.) and mailed to the college; unused funds are returned to NEWH. Fundraising dollars raised this year will be applied to the following year’s scholarships. Awarded scholarships should not exceed 50% of the scholarship account.

## WEBSITE

**Look at your Chapter Page** on the NEWH website – this is the first thing potential members see when clicking on your chapter – does it pull you in? Are you getting their attention? Does it need updated pictures or text? Are you sharing chapter successes/event recaps or upcoming events? Are you highlighting new members, or an active volunteer member? Are you thanking your event sponsors? Let us know what you would like and we can help you update!

**Event Calendar** – be sure you turn in your 2015 event calendar to Diane to add to the website. Check back often to be sure it’s up to date. People schedule travel in hopes of attending your events – be sure you have correct dates out there.

## FINANCE

- **First Enterprise Bank** - All Chapters are now on board ☺
  1. Membership Dues reimbursements will be a transfer to each Chapter quarterly.
  2. Event reimbursements will be a transfer to each Chapter.
  3. NEWH, Inc. Chapter credit card can be utilized by all Chapters for down payments, invoice processing etc. (Request should be made **5 days** prior to the date due).
  4. *GoPayment* readers are available.
    - a. Please make sure **BOTH memo fields are filled out** – alleviates unidentified funds – and will help your participant identify what the charge was for.
    - b. If you have having issues, please call and we will walk you through the process.
    - c. Funds processed will be transferred after the event has occurred and we receive notification from the Chapter that NO REFUNDS are needed.
- **QuickBooks Online**
  1. Keep the chart of accounts as compact as possible (memo fields should be used to identify each event – not subaccounts)
  2. When a check is hand written, please make sure you enter the information into QuickBooks right way. Then there is less likely to have a missed item. IF you are unsure to what account it needs to be applied, please call or email (julie.buntrock@newh.org or julie.hartmann@newh.org) and we will help you.
  3. Deposits –
    - a. If you are sending the deposit to Inc., please make sure there is NO CASH in the envelope. We suggest having 2 people count the money and either write out a personal check or get a cashier’s check.
    - b. If the Chapter is making their own deposit (mailing to the bank), make copies of checks sent for your backup. Once you have the deposit slip written, enter the information into QuickBooks right away.
  4. IF a Chapter would more information on how to utilize QuickBooks to the fullest, please contact the Inc – we are always here to help.
- **NEWH, Inc. Acting Chapter Treasurer**
  1. All Chapter Events must have an online RSVP.
  2. All check remittance must come to the NEWH, Inc. office for deposit.
  3. All onsite transactions must be processed with the GoPayment reader at the event.
- **Miscellaneous**
  1. Chapters may not have a credit or debit card.
  2. Membership Dues are ONLY to be collected by NEWH, Inc.
  3. Forms (reimbursement, check requests, results of activity reports, etc.) can we found on the website under Board Resources or contact the NEWH, Inc. Office.
  4. Credit Card Processing via NEWH, Inc. Office - if you are not swiping a card but sending credit card slips to the NEWH office for processing, THESE MUST BE SENT TO THE NEWH OFFICE **WITHIN SEVEN (7) DAYS** OF THE EVENT. This expedites the reimbursement process to the chapter.
  5. Certificate of Insurance is available for liability coverage and must be requested 10 days in advance pre-event from NEWH, Inc.
  6. Scholarship checks must be made payable to the college and sent to the college; can never be given or made payable to a student.
  7. Prior to fundraising or raffle activity, check your local and

state laws and regulations.

8. **Results of Activity Reports (Programming and Fundraising Events):** Must be returned to Julie Buntrock or Julie Hartmann within 45 days of the event date. See Events for more information.

We look forward to chatting with you on the next conference call – Bring your questions!

**Feel free to contact the NEWH office if you have any questions.**

Questions can be directed to:

- President/VPs/Delegates – Shelia Lohmiller or Diane Federwitz
- Treasurer/Finance/Insurance – Julie Buntrock
- Secretary – Kathy Coughlin
- Membership – Diane Federwitz or Kathy Coughlin
- Scholarship – Nicole Crawford
- Programming/Fundraising – Diane Federwitz; Event RSVPs – Julie Hartmann
- Regional Tradeshow/Corporate Partners – Jena Seibel or Mary

Phalen

- Sustainability – Nicole Crawford
- Website/Newsletters – Diane Federwitz
- Other questions – just call, we would be glad to help!

*All Board Members should feel free to contact Shelia Lohmiller, Executive Director of NEWH, at any time with any issue that concerns you, whether it be chapter related or NEWH, Inc. related.*

***Just a reminder, the NEWH, Inc. By-laws are to NEWH what the U.S. constitution is to the American citizen – they will not be changed to benefit a few. Any requested change must be reviewed by the NEWH, Inc. Executive committee and the NEWH attorney before it is put before the membership for a vote.***

## CHAPTER REPORTS

### ARIZONA

*chartered May 5, 1995*

**Shannon Vance**, delegate

NO REPORT SUBMITTED

### ATLANTA

*chartered October 16, 1990*

**Kelly Bowen & Stacy Costa**, delegates

#### MEMBERSHIP

1. Membership continues to grow. We have put a strong emphasis on reaching out to local colleges and presenting the NEWH organization and scholarship program to students. We have seen student membership increase substantially and continue to grow. Our student liaison will be spearheading another round of presentations to schools in February to raise awareness and encourage participation in our scholarship awards event.
2. We will also be focusing our efforts in growing our membership from Atlanta architect and designers. We are planning to target key design firms in 2015 and present the value and benefits of becoming a NEWH member.

#### PROGRAMMING

1. September our chapter held a tour of the recently completed Hyatt Villa Christina Hotel. The Public areas and Guestrooms were designed by local firm, Design Continuum, and architects, Cooper Carry and Associates. The design team attended and there was a tour of the property including guestrooms and suites. Over 100 members and non-members were in attendance. Food and drinks were catered by Villa Christina events staff.
2. December was our chapter's annual holiday event. The event was hosted at DAC Studio which is an art gallery and consulting to the trade. One of the gallery artists was in attendance and gave live demonstrations of him creating his artwork as well as a presentation from the gallery owner. There was a live brass band and food and beverage was catered. Over 150 members and non-members were in attendance.

#### SCHOLARSHIP

1. Our Scholarship Awards event is currently in planning mode and scheduled for April 16th, 2015 at the Atlanta Fox Theatre. This

will be a formal sit-down dinner and presentation event. Scholarship awards will be given and student recipients will be recognized. The judges panel will be comprised of industry leaders and there will be a key note speaker.

#### FUNDRAISING

1. Our chapter's annual Golf Tournament was held at St. Marlo country club on October 2nd, 2014. There were over 100 members and non-members participating and the event raised over \$12,000.00 for our chapter's scholarship fund.

#### OTHER CHAPTER HIGHLIGHTS

1. Sustainability:
  - a. Our chapter has been making continuous efforts to incorporate sustainability. From having a dedicated recycle cart at our golf event that drove around during the tournament to collect used water bottles, and other recyclable items, to finding venues such as the Atlanta Fox Theatre which has implemented a recycling program and sustainable efforts into their event space, we are constantly striving to grow sustainable awareness at our events.
2. Community Service:
  - a. At our December holiday event, we collected stuffed bears/animals and books (91 books and 45 stuffed animals) to donate to the Atlanta Sheltering Arms Early Education Center. The center is one of Atlanta's oldest and largest non-profits serving more than 3,600 children with over 15 centers throughout metro Atlanta counties.

#### ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. Growing membership from design and architecture firms, developers and owners
2. Gaining participation from Atlanta industry leaders

### ATLANTIC CITY

*chartered September 9, 2008*

**Christopher Baker & Kristin O'Bara**, delegates

#### MEMBERSHIP

1. 76 active members for our Chapter. We continue to look to different avenues to obtain our new members. The board has been reaching out to students and schools to obtain student members. This is in addition to promoting within the design and hospitality professionals the benefits of being a NEWH Chapter member.

#### PROGRAMMING

1. Scholarship Fundraiser, "Shoe Me Your Shoes" was on September 25th at the Chelsea Hotel in Atlantic City. This was our first year having shoes being designed by the teams as opposed to whole outfits. Both the concept and venue were well received by attendees.
2. Our Scholarship Awards Event was November 6th at Avalon Flooring Showroom in Philadelphia. Avalon Flooring supplied the space and supplies for the event and had staff on hand to give tours and answer questions about their products. We awarded three scholarships this year totalling \$6,000.00 in scholarship monies at the event. The event attendance was down from 2013's event due to scheduling conflicts with other local

organizations.

3. Our programming for the year included tours of completed member projects and showroom tours of our chapter sponsors.
4. Our Holiday Celebration was held on December 4th, 2014 at Pub & Kitchen in Philadelphia, a local popular restaurant and big supporter of the chapter due to design being done by a local design firm. In attendance at the board meeting were 2014 board members, 2015 president elect- Karen Pelzer, and 2015 board members. At the board meeting we did a recap of 2014 events, discussed 2015 plans along with transitioning in the new 2015 board.
5. Our January Board meeting is scheduled for January 27th in Philadelphia.
6. The 2015 Board Members are looking forward to NEWH Inc Board Training on February 14th at Drexel University.

#### SCHOLARSHIP

1. We awarded \$6,000.00 in scholarship awards to three (3) students this year at the annual Scholarship Event in Philadelphia. We have 12 applicants for this year awards, 5 more than for the 2013 scholarships.

2. We have been making a better effort this year to acknowledge our scholarship awards winners throughout the year to draw attention to what is accomplished with the yearly fundraiser.

#### **FUNDRAISING**

1. All events held this year have been profitable; Event sponsorships and door ticket sales have sufficiently offset our event costs. Using the credit card readers at the doors of events has greatly helped to process last minute RSVPs effectively and efficiently.
2. We have learned this year that it is important to solicit key sponsors/ partners for similar upcoming NEWH events- this year Brizo sponsored \$10,300.00 for our fundraiser, "Show Me Your Shoes". It's ok to ask for donations, because most people approached want to donate time, funds, space and items to help with the Annual Fundraiser. Also keeping a close eye on ticket sales and marketing accordingly helps to make a profitable event.
3. Our Annual Fundraising Event, "Show Me Your Shoes" raised a grand total of \$25,844.00 at the event. This was our most successful fundraising event in the history of NEWH Atlantic City/ Greater Philadelphia.

#### **NEWS**

1. We were able to obtain 3 design firms to represent NEWH Atlantic City/Greater Philadelphia- Design East, Hotel Depot and Rocco Marianni.
2. Discussion of a future chapter name change to "NEWH Greater Philadelphia Chapter" to better represent the chapter and dis-

tance the chapter from the recent negative views of the Atlantic City area decline. A Change to "Greater Philadelphia" will still represent the whole area of our chapter while giving a better perceived appearance in the design community. We looked at other local organizations' names and noticed a regional name was more prominent in our geographical area.

#### **ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH**

1. Board Positions-We need suggestions on how to successfully fill board positions in a timely matter. We try to set up a succession plan for the board and have the best of intentions of following through with it, but what do you do when board members drop out and we scramble to fill the position while covering the position responsibilities?
2. TOP ID- We need advice on how to get design firms interested in participating in Top ID. We struggle every year to get design firms that are interested and will supply the info in a timely manner. This year we sent out flyers and directly contacted design firms and still had a difficult time filling slots for this honor.
3. Student Membership- How can we bring in student members and keep their interest in being student members? We seem to be able to bring in student members to the chapter and keep their interest when scholarship applications are being accepted and then we seem to lose that interest and momentum. What to do?
4. Membership Drives- What type of events have been successful and what time of year works the best for this activity?

## **CHICAGO**

*chartered August 12, 1991*

**Rachel Martin & Kristofer Moore**, delegates

#### **MEMBERSHIP**

- 10 New General Members
- 9 New Student Members

#### **PROGRAMMING**

Toys For Tots community event was a success in terms of financially coming out just above breaking even, attendance was up and the Toy Drive a success. The toys were taken to a local hospital that one of our NEWH members has connections with.

Change in board position – Mary Ann Best is stepping down as Programming Director for 2015 and Anne Scherer will take over that position. Anne served as a committee member in 2014 and was very involved and will do a fantastic job! Mary Ann will be serving on the hospitality committee and a programming committee

Sustainability (Candis Queen) and Programming committee lead (Mary Ann Best) are teaming up with USGBC IL to host an event at the Rivers Casino this January. It is an event that Tristin Klass worked on for over a year and is passing the torch - we are very appreciative of Tristin's connection to get this on the calendar. It is exciting that we have secured a design firm (Gettys) to sponsor the event.

Programming will be finalizing the calendar of events for 2015 – hotel tours, summer social, teaming with scholarship again and assisting with the Trade Show as needed.

#### **SCHOLARSHIP**

We hosted our first NEWH Chicago Student Hospitality Roundtable on

November 5, 2014. We had 42 RSVPs and actual attendance of 28 students and two professors in addition to our seven industry experts (interior design, international interior design, procurement, hospitality management, hospitality branding and culinary).

Students were divided into groups that rotated to the experts tables for 12 minute sessions.

The event was held at the DL Couch showroom at the Mart in early evening hours with a light dinner (Whole Foods). We had a simple exit survey to gauge the effectiveness of the event and received outstanding marks from attendees. Of 23 respondents the event rated an average of 9.363 on a scale of 1- 10. The comments ranged from desiring more time with experts to complimenting us on the great variety of experts and how welcoming they were to mentioning the fact that they had no idea there were so many opportunities in the hospitality industry.

#### **FUNDRAISING**

The NEWH Chicago Fundraising committee has spent the 4th Quarter wrapping up our Bootleggers event and planning for our annual Kingpin Bowling Event. Bootleggers was a very successful fundraiser this year. The board generated \$16,457.64 in net proceeds total, sending \$13,166.11 to our scholarship account.

Kingpin will take place in early March, and the Fundraising committee is busy planning for the upcoming event. We know it will be just as successful as past years

## **DALLAS**

*chartered August 12, 1991*

**Ron McDaniel & Leslie Wynne**, delegates

#### **MEMBERSHIP**

1. The Membership for the Dallas chapter stands at 515 for end of year.

2. The 2015 goal for the Membership Committee is to increase voting general membership by 50 new members, retain 95% of renewing members and continue outreach program to schools.

3. The committee will also begin an outreach program to attract local principals, hoteliers, owners, developers and ancillary hospitality industry people.

#### PROGRAMMING

1. Mambo Mondays were held during the third quarter for the Dallas chapter with numbers of attendees increasing each gathering.
2. End of year Holiday Party was held at Social House with "Toys for Tots" being the beneficiary of several hundred toys to be distributed for Christmas. The holiday party continues to be a tradition everyone looks forward to attending.

#### SCHOLARSHIP

1. One of the 2015 goals is to increase the number of applicants of 40 for 2014 to a minimum of 45 qualified candidates.
2. The Scholarship director and chair would like to see an increase of applicants from specific schools within our territory.
3. The Scholarship director, chair, and various board members will

continue to visit schools to talk about NEWH and the importance of applying!!!!

#### FUNDRAISING

1. The Fundraising committee is finally relaxing after an extremely successful Life of Design scholarship fundraising event.
2. One of the 2015 goals is to increase proceeds for the Life of Design event while increasing number of attendees.
3. Up to 300 guests were in attendance for Life of Design 2014. A new record for the Dallas Chapter

#### OTHER CHAPTER HIGHLIGHTS

1. The transition of discipline chairs and directors unofficially began in September with board members shadowing the chairs/directors for the discipline they would be moving.
2. Strategic Planning for the Dallas Chapter took place in November with current and future 2015 board members. Job descriptions were reviewed, goals established, began working on budgets to be approved in January.

## HOUSTON

*chartered February 17, 1992*

**Allison Calagna & Kacey Sharp**, delegates

NO REPORT SUBMITTED

## LAS VEGAS

*chartered March 26, 1991*

**Rachel Daus & Julie Zweifel**, delegates

#### MEMBERSHIP

Our goal for 2015 is to increase membership by 50 new members and retain our existing members by keeping them actively involved and engaged in our chapter. The membership goal for 2014 was to increase by 50 members. We started with 135 members in January, lost a few, & gained many to total membership at 180 beginning Dec 2014 and we continue to gain additional members throughout December. We achieved great membership momentum toward the second half of the year. We are steadily increasing BUSINESS LEVEL CHAPTER memberships and have more than doubled our student membership. We have 21 Associates; 11 Chapter Business Courtesy Members; 11 Chapter Business Members; 8 Chapter Level Business Members; 7 Corporate Partner Courtesy Members; 4 Educational; 53 General Members; 4 Honorary Members and 59 Student Members.

#### PROGRAMMING

We have established an event calendar for 2015 to include sustainability, continuing education and networking events, educational tours and our scholarship and HOSPY award events. We have a focused list and are attempting to secure venues early on so we have the ability to properly promote our events, and secure sponsors. Our calendar is ready to distribute in print and digital form to our chapter members. We anticipate by providing dates to members at the beginning of the year we will increase event attendance and sponsorship throughout the year and aid in easier planning process for the board committee.

#### SCHOLARSHIP

We would like to award \$30,000-\$40,000 in scholarships for 2015.

We awarded \$25,000 in 2014. We'd like to continue making HOSPYS our premier fundraiser and raise \$70,000 net proceeds.

We'd like to have sponsorships for every program event we have so the costs are covered.

#### FUNDRAISING

Following the "Green Toque" event, the winning Green Toque Culinary Team will have their talents featured at the "NEWH Glamping" trip in Zion scheduled for late spring. The "Glamping" event will replace the AOD fundraiser as participation and fundraising was down for the AOD event in 2014. We look forward to the success of this new concept to increase fundraising opportunities, to increase new membership and to strengthen chapter (and regional) participation among existing members.

#### OTHER CHAPTER HIGHLIGHTS

##### Sustainability Committee

- The Las Vegas Chapter is planning the 2nd "Green Toque" a Sustainable Culinary Extravaganza to be held in the spring. Culinary students from local culinary schools will have a "cook off" competition using sustainable resources.
- Continue involvement in the Greenfest community outreach/ coinciding with Earth Day.
- Further involve the culinary field into NEWH through sustainable and other events.

##### Volunteers

We have reached out to others & new faces are being positioned within committees and on the board. We are looking for a better contingency plan as we move forward, so it's a natural progression into board positions.

#### ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

Continued branding from National to end-users, so there is awareness of who/what NEWH is.

## LOS ANGELES FOUNDING CHAPTER

*founded October 1984*

**Brandon Brockmiller, Barron Davis & Karen Gutowski** delegates

#### MEMBERSHIP

1. We have seen an increase in membership because of our membership drive and large ticket price differential to our largest

event, our year-end gala. Julie Hartman at INC was a tremendous help reaching out to non-members on our behalf.

2. Our membership is also more balanced than in most recent

years past. We attribute this to requests to vendors to "sponsor" our design community.

#### **PROGRAMMING**

1. The year got off to a great start with accolades on our Regional Trade show in January and great membership/meet the board meeting in February.
2. We had fewer events in 2014, when in the past we made an effort to have something every month. We think most would agree that while having quality over quantity is essential; frequency also helps people stay involved and feel connected.
3. We got an extra early start planning for 2015 and are excited to have a fun and creative line-up of events.

#### **SCHOLARSHIP**

1. We were a little nervous about the low numbers of scholarship applicants prior to our scholarship deadline, but thanks to multiple efforts, we were delighted to have 28 very strong applicants.
2. We awarded \$37,500 to 9 students at our Gala and Scholarship Awards.
3. We are very excited to have two fabulous scholarship recipients attending the Leadership Conference.

#### **FUNDRAISING**

### **NEW ENGLAND REGIONAL**

*(chartered November 4, 1992)*

**Beth Doehner**, Steering Committee Chair

NO REPORT SUBMITTED

### **NEW YORK**

*chartered July 23, 1991*

**Lauren Ritter & William Stuart**, delegates

#### **MEMBERSHIP**

- Run a membership drive in the beginning of the year.

#### **PROGRAMMING**

- Keep attendance up and draw new people to attend. Encourage students to network.

#### **SCHOLARSHIP**

- Raise more money so we can give additional scholarships to students. Invite two of our scholarship winners to the Dallas event.

1. Proceeds from our 2014 Regional Trade show in addition to our year-end gala (still be tallied) have kept our scholarship account strong.
2. Our "Flirty Thirties" Gala and Scholarship Awards commemorating 30 years as the founding chapter of NEWH was sold out and a roaring time was had by all.
3. We look forward to and are extra appreciative of the opportunity to host another trade show in Los Angeles in 2016. Planning will be underway soon.

#### **OTHER CHAPTER HIGHLIGHTS**

1. Our Programming Director, Sara Walker had her first child.
2. Melanie Muriata joined us from Florida and secured a position with Gensler.
3. Men have been stepping up to serve on our board.

#### **ISSUES CHAPTER WOULD LIKE HELP WITH**

1. We're always looking for great ideas for successful (and fun filled enticing) events and fundraisers and ways to add value to membership, but we're especially open to suggestions with regards to event planning for Scholarship Awards

*Staff note: Be sure to participate in the quarterly discipline conference calls where many great ideas are shared between chapters!*

#### **FUNDRAISING**

- Product Runway and Owners round table are our events in 2015. We would like to get our sponsorship opportunities out in Quarter 1 to lock people in earlier.

#### **OTHER CHAPTER HIGHLIGHTS**

- To Organize an Educational seminar on sustainability, focusing on solar energy.

### **NORTH CAROLINA REGIONAL**

**Karen Appert**, Steering Committee Chair

#### **MEMBERSHIP**

1. We have 144 members as of December 2014. 87 are students, many who applied for our 2014 scholarship, but none of whom have been involved in our group events.
2. We still have mostly manufacturers and sales reps. as members, and need to build membership to include designers, purchasing cos. and hoteliers. We are working on strategies for events that will attract all groups, to make participation in NEWH NC more attractive to new and current members.
3. Only one design firm in our area is an NEWH NC member, so that is our only possible candidate for our region's NEWH Top ID submission. This is frustrating to our group.

#### **PROGRAMMING**

1. Our 3rd NEWH NC Hospitality Designer Day at High Point Market on Oct. 20 was a success. We had a Lunch & Learn, which featured a presentation by Gary Inman from Glavé & Holmes Architecture. Gary is from the Virginia NEWH chapter. A few notes about why this was a success: a. Around 30 people attended and many were designers, which is more than have attended
  - a. Our High Point events the past 3 markets, and especially more designers.

- b. Since the Lazar showroom hosted the event and offered lunch, it allowed people to stop for a rest and food while also learning something.
- c. We received compliments from attendees who left inspired to finish their High Point Market showroom visits. Some manufacturer sponsors who attended were also inspired. It was great that they felt like they got something out of the event – not just leads and networking contacts, but inspiration, because Gary was such an enjoyable speaker.
- d. We're planning to host a High Point market event yearly, at the October market only, and will probably retain the Lunch & Learn format.

2. We're planning to schedule hotel tours in Charlotte, Raleigh and the Greensboro area to keep our visibility up in the region.
3. Christopher Guy was interested in hosting an event and offering our members a discount at their warehouse. We weren't able to coordinate with them during the October High Point Market, but we're hoping to do this in 2015, possibly around one of the markets.

#### **SCHOLARSHIP**

1. Our plan is to award our next scholarship in the Fall of 2015, since the one we awarded this spring caused some disqualification issues for graduating seniors.
2. We plan to contact schools with hospitality and/or design programs that didn't send student applications this year, to expand student involvement.
3. We are considering asking our manufacturer members if they would contribute to a vendor scholarship for our group, so we could award more than one scholarship to students.

#### FUNDRAISING

1. The sponsorships for Hospitality Designer Days at High Point Market have been our biggest fundraisers. We've covered our

expenses and generated a slight surplus each time.

2. Once we establish regularly attended events, we would like to create sponsorship levels for the year to help fund our events.
3. We'd eventually like to provide events that are more than networking (e.g. educational, lunch included, CEU, etc.) and charge non-members to attend these events. No other fundraising plans at this time.

#### ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. Suggestions for adding hospitality designers, purchasers and hoteliers to our membership.
2. Suggestions for getting more volunteer help from our membership.

## NORTH CENTRAL

*Chartered December 11, 2000*

### Westin Hammerstrom & Rebecca Kundysek, delegates

#### MEMBERSHIP

1. We had a sudden drop in educational professionals but otherwise our numbers are strong. We will try to follow up with some of the past EP members, as well as reach out to other schools in our region.
2. We have more design firms signing up for Chapter Business Partnerships and we hope to continue that trend in 2015 as we finalize the benefits at a chapter level for that.
3. Goals & Upcoming Events - We will be having our annual Membership Drive again this year at Memory Lanes in Minneapolis on May 21st. Details will be determined in the coming months. Membership will be targeting 2 core groups in 2015 for increased membership:

Education Professionals to help encourage student membership, and Chapter Level Business Members since many firms have multiple members. We have printed fliers to hand out which outline the benefits of becoming a chapter level business member.

Current Membership Totals:

Associate: 68, Chapter Business Courtesy Member: 10, Chapter Business Member: 8, Chapter Level Business: 5, Corporate Partner Courtesy Member: 7, Corporate Partner Member: 1, Education Professional: 4, General: 38

Honorary: 1, Student: 155, Grand Total: 296

#### PROGRAMMING

1. Winter 2015
  - a. January will be a Happy Hour with a presentation focused on how to build your business with Pro-Bono work. It will take place at a cancer support facility that was designed pro-bono.
  - b. February will be the new timeslot for our Portfolio Roundtable and Competition
  - c. March will be a Happy Hour and if we are able again a hard hat tour somewhere locally.

#### FUNDRAISING

1. We already have our 2015 space booked and are planning to have the biggest event yet!
2. We are preparing our fundraising sales for the year currently, looking to increase amounts some from last year. We had some good luck selling out our bigger events. We're trying not to fear asking big!

#### SCHOLARSHIP

1. We had 8 students apply for our scholarship this year, the majority were interior design student although we had culinary arts and hospitality management majors apply as well. All were from various colleges in our region (U of Minnesota, Dakota County Tech, North Dakota State, Univ. Wisconsin-Stout, Fox Valley Tech)
2. We have selected 3 Scholarship Recipients, and we raised the

amounts of our scholarships this year due to our healthy Scholarship account. One student will receive \$2,000 and an expense paid trip to the Leadership Conference in Dallas! Two other students will receive \$1,500 each. Checks have are in the mail, accompanied by letter, to the School Contact. Our recipients will be publically acknowledged at our Student Event on February 19th.

3. We are transitioning this coming year to a new Scholarship Director. We plan to have two student events this year: our annual Portfolio Review and Competition and our Speed Mentoring. Both events focus on exposing students to industry professionals on a more individual level. We have decided to break these events up a little more in the year to have one occur in Spring and the second occur in Fall. We hope that this will encourage students to stay involved year round and also be a good way to market and remind students of our Chapter Scholarship which they can apply for next in Fall of 2015.
4. We hope to keep adding to the number of students who apply to our Chapter Scholarship as well as increase the amount of scholarship given as well as increase the monetary value of each scholarship.

#### TREASURER

1. We are in the black for both our Admin and Scholarship Accounts with healthy amounts to move forward with creating Chapter Budget for 2015
2. Our Treasurer, Michelle Engstrom, is starting a new position as an A+D Sales Rep for Hirshfields Design Resource and we wish her the best as she starts this new venture! She is excited to continue her position on the board in her second year as Treasurer.

#### SUSTAINABILITY

1. We had a little lack of leadership in this area for a short time and we are happy to now have Sarah Williams as our Sustainability Director. She is doing a great job!
2. This past September we had a CEU Blitz Event directed around sustainability which went well. Sarah says she learned from planning her first event and now knows what to do and not to do in the future. She also wants to thank NEWH, Inc. and Nicole Crawford for all their support and helpfulness.
3. Our next CEU Blitz will take place this Spring and we are excited to plan this soon and shoot for high attendance.

#### OTHER CHAPTER HIGHLIGHTS

1. Tradeshow 2015- We are starting to plan for Fall of 2015 and are excited to host again!
2. Our calendar is set for 2015
3. Top ID - North Central initiatives: Our publications will have 1 article in 3 of 4 total publications highlighting the Top ID firms. And we'll be offering those Top IDs with 2 tickets each to either our

## NORTHWEST

chartered March 23, 1995

### Cheri Bargaen & Stephanie Deshaies, delegates

#### PAST PRESIDENT / PARLIAMENTARIAN

Shayne Bratz

For the most part, our board meetings ran smoothly and stayed on track this year. Although we occasionally caught ourselves "problem solving" during board meetings, we've done a better job at "parking" issues and relegating them to committee meetings when appropriate. This last quarter we implemented the return to a simple, yet necessary board reporting system that provides a better framework of accountability as well as the opportunity for every discipline to contribute at each board meeting. This is helping us safeguard against action items falling through the cracks and also guarantees that less outspoken members can have the floor, all in an organized and efficient manner.

We've had an amazingly talented board in 2014. I'm happy to say that several key members will be returning for a 2<sup>nd</sup> term in their positions and we have also recruited some great new talent for next year. With the exception of missing our beloved Stephanie Ellis-Carmody, I believe that our 2015 team will be the strongest we've had during my 7 years on the board – just in time for our chapter's 20<sup>th</sup> Anniversary.

#### SCHOLARSHIP

Cheri Bargaen (reported by Stephanie DeShaies)

We are very proud to report that we gave out \$15,000 in scholarships this year, more than doubling what we gave in 2013. This has been possible because of our strong programming and fundraising teams, but was an honor to implement this year and really focus on improving our scholarship program.

In addition to increasing the amount given, last year's focus was to increase the quantity and quality of our applicants for scholarship entries. We made a concerted effort and tripled our number of entries over the year before. We had HIGH quality applicants making it had to select the winners. Indeed a good problem to have!

This year our focus is to reach more students and educators to build our network and foster the future of the hospitality industry. Our plan is to reach out to educators in each of the programs in our chapter and have them give us a name of a star student who would be willing to be our contact. Then they will be the conduit for communicating with all of the other students in the program about upcoming events, volunteer opportunities and of course, scholarship! They will be our foot soldiers. Once we have this established we will have an easy way to communicate with the schools which will reinforce our goals of being more connected with students and teachers, increasing our scholarship applicants and increasing membership

#### PROGRAMMING

Audrey de Filippis

2014 was a great year for our chapter's programs in both quality and attendance, as well as financially.

We hosted two different hotel tours in Portland which has helped to increase our membership and reputation there. We also changed the format of our scholarship awards presentation and had a sold out event at a feature historic venue in Seattle. We had several members tell us it was the best event we have put on and that they felt very connected to our community and scholarship cause. We have learned to work with strong committees in programming so that we can accomplish more with less responsibility on a single person.

We are looking forward to a strong 2015 and have some new programming ideas in the works including a panel with owners, designers and guests on the topic of AirBNB and how the hospitality design community can learn from its successes.

#### FUNDRAISING

Sophia Nguyen

Fundraising for 2014 was a true success! We were able to break even at all events and even make a proceeds at most events. Our biggest fundraising event, Savor Uncorked, brought in \$13k, in turn, boosting the \$ amount we awarded in scholarship to \$15,000.

For 2015 we plan to build upon the foundation that we have already laid out for fundraising. We are lucky to have such strong support here in the PNW. We already have annual sponsorship commitments larger than ever before going into the year, and for our event-specific fundraising, we plan to approach key vendors and asking them how they would like to be represented at our events and tailoring specific sponsorship packages to their needs. The key is to reach out in advance so you have time to build these packages.

In our chapter, we have a strong collaboration between the fundraising and programming director positions, so that developing the sponsorship packages and getting them filled is a team effort. We encourage all of our board members to help with pitching sponsorships to our supporters.

I would also like to collaborate more with the other disciplines such as community service and scholarship within our chapter so we can tell the story of what NEWH is all about. Rather than operating in our own units, I think we can make a bigger statement and be more effective if we tied all of our units together.

#### EDUCATION

Cat Weisenberger (2014)

Last year I served as Education chair for the NEWH Northwest board. As a fairly new position for our board, the description for what this position entailed was vague, but one year later, I am confident there are so many hidden benefits this position has for our chapter.

In my mind, "education" can refer to a number of things. It can refer to the role you play in educating the community, whether educating about NEWH, educating about hospitality related topics, etc. It can also refer to the educational outreach to our scholarship applicants.

This last year, I put my efforts into the outreach category. As a recent graduate from WSU, I felt a connection with the students, and I wanted to bring something to the table for them that was lacking in my own college experience. NEWH provides an incredible outlet for them to network, benefit from scholarships, and make a lasting connection in the industry before graduation. This is something I wish I had known more about in college, and therefore I threw my heart into reaching out and educating students about who we are.

Looking forward to seeing how this role grows for others!

Paige M. Nelson (2015 Education Chair)

"As Education Chair for 2015, I am looking forward to teaming up with Stephanie DeShaies and Grace O'Brien on scheduling school visits and brainstorming on new creative ways of getting student participation in our organization - we also plan to triple scholarship applications for the coming year."

#### STRATEGIC ALLIANCE

Ginny Combs (Portland), Amy Chandler (Seattle)

The main goal is to establish relationships with industry professionals to achieve a mutually beneficial objective and promote our respective organizations.

Top priority is to make sure that Portland members feel like they are a part of the NEWH northwest team and with that in mind we hosted two NEWH hotel tours with great success.

(Ginny) This year I would like to work with IIDA and create a hospitality forum and put on a hotel tour in Portland.

(Amy) We have a renewed commitment from our board to attend the monthly "Thirsty Thursday" events put on by IIDA, ASID, NEWH and IDCW in 2015 and promote attendance by our membership through our communication channels. Our last event had several board members in attendance. In 2015, we will use this as an opportunity to connect monthly with other members of the greater design community, which will enhance the reputation and visibility of NEWH in the Pacific Northwest.

#### MEMBERSHIP

Karen Rains

This year was a year of significant growth for the Pacific Northwest Chapter! Our percentage of increase in membership was greater than other chapters, and our attendance and involvement in events skyrocketed. We went from 130 members to a new total of 179 and still growing! We have our annual membership drive coming up the end of January and our goal is to reach 250 active members before the end of June. (This includes students and educators)

#### SUSTAINABILITY

Grace O'Brien

In Seattle we are very conscious of sustainability and the value of items that can be re-used or are from a local source.

With this in mind, I recommended we purchase re-usable tumblers to hand out along with our re-usable book bags at our Annual Elevate Event. The tumblers were a great success and were not event specific so extras can be used at up coming events. At our Annual Savor fundraiser, the decor was sustainably focused with flowers that were in season from local floral shops. Accompanied by re-cycled vases and branches collected from my neighborhood that held the table no. signs along with a fresh sprig of green on every place setting from a board member's own yard.

#### PUBLIC RELATIONS

Renee Herron

In my second year as PR Chair for NEWH NW Chapter, I'm proud to report a consistent level of coverage for our Chapter in every of the Quarterly NEWH Magazine. We've streamlined the process of getting images to me for our submissions and have been making active efforts to get all of our events and Chapter news, promotions, etc into each issue. So thank you very much to INC for including our submissions! We'll be submitting images of our hugely successful Honors Awards event (rebranded as "Elevate Awards" this year) for the upcoming issue.

As for local partnerships, we have not been active in utilizing sharing our news within IIDA's news blasts, so I will work to improve these efforts throughout the remainder of the year.

#### PUBLICATIONS

Katy Clark

Throughout the year I worked hand in hand with each and every event, small and large, to help create a well thought-out look and feel through the use of graphics specific to each event. I was integral in developing a system for us to employ for future events that will more precisely pin down what types and extent of graphics can and should be allowed for each event type. I also worked extremely closely with Kelly, our Web Communications chair, to help develop and implement a cohesive brand and voice for our chapter. Because of the nature of this position, I found that in truth and by default, I was a committee member for every event. This position is a lot of work, but worth the investment in retrospect. Our chapter's presence, polish and buzz has grown exponentially this past year, in small part because of the attention to these details.

For 2015, we are working on an "order form" for event graphics that can be filled out by the programming committee for each event and have costing information from our printing vendor so that the budget for graphics can be understood on the front end, and so that the publications chair knows what's coming in terms of the design workload.

#### WEB COMMUNICATIONS

Kelly Strand

Expand social network beyond facebook to Instagram. Have a social presence at all events, specifically Savor Uncorked and the second. PDX hotel tour. In 2015, we plan to continue to and expand our social network. Additionally, we plan to utilize the NEWH Inc. mail blasts more and website more.

#### SECRETARY

Paige M. Nelson

In 2014, we implemented a new system of sending out action items one week prior to board meetings as a reminder to finish up any tasks that were agreed upon at the previous meeting.

One problem many of us have been experiencing recently is running out of storage space on our DropBox which was a convenient and efficient platform to share documents, spreadsheets, meeting minutes, etc. We will be moving towards utilizing GoogleDrive which will give us the space we're lacking once everyone fully understands how to install and run it as easily as DropBox.

We also will move toward using gmail addresses for each of our positions to make communication more efficient, professional, and transitions easier with new positions each year.

## ROCKY MOUNTAIN

*chartered December 3, 1991*

### Ellen Armer & Chelsea Lawrence, delegates

#### MEMBERSHIP

1. We will continue to work on growing our membership at each of our chapter and networking events throughout the upcoming year.
2. We will continue our "buddy program" to pair a board member with each new chapter member in order to help new members feel welcomed and immediately integrated into our chapter.

#### PROGRAMMING

February

Board Training

First Quarter project highlight/Happy Hour

March

CEU

April

Spring Community Service Event

Scholarships Awards

May

Second Quarter project highlight/Happy Hour  
CEU

June

Cornhole/Golf Tournament Fundraiser

July

Quarter CEU

August

Membership appreciation event

Third Quarter project highlight/Happy Hour

September

Haute Seat Scholarship Event

October

Student Speed Mentoring

November

Fourth Quarter CEU  
Fourth Quarter project highlight/happy hour  
Community Service Event

December

End of year Bowling Event/Fundraiser Drive: TBD - Committee

#### **SCHOLARSHIP**

1. With our scholarship chair continuing on with our 2015 board, we feel we are prepared and on track for a successful response. The scholarship packets have been sent out and a reminder will be sent in late January. Here is our remaining schedule for scholarship:
  - a. February 16: Scholarship applications are due
  - b. February 17: Scholarship applications will be available to the board for review, through a secure Dropbox folder
  - c. February 23: Scholarship board voting is due from the board
  - d. March 4: The finalists will be announced at our March board meeting
  - e. March 27: Scholarship interviews will be conducted with the final applicants and scholarship committee
  - f. April 1: Scholarship winners will be announced at our board meeting
  - g. Spring: Happy Hour/Project Tour, where the winners will be announced and recognized publicly
  - h. Fall: Haute Seat, our inaugural event will include a time for the winners to be further recognized and share a "where are you now" blurb about themselves as it will be after graduation.
2. Scholarship Events: With a very successful scholarship event concept of Haute Seat, we plan to make this an annual event for

the Rocky Mountain Chapter. However, this year we have decided to move this event to the Fall. This is due to a conflicting industry event that we feel may affect the integrity and success of the event. This year we will announce the winners at a Happy Hour/Project Tour in the Spring. Then in the Fall, Haute Seat will be an opportunity for the scholarship winners to return, and share with us where they are now and how the scholarship has benefited them.

#### **FUNDRAISING**

1. We plan to continue with our fundraising efforts throughout 2015, please see the programming outline above. We have already received a \$1000 contribution. Our two fundraising co-chairs will also create and utilize a fundraising menu for the upcoming year, and specifically for each event.

#### **OTHER CHAPTER HIGHLIGHTS**

1. We hope to be able to strengthen our chapter's internet/social media presence. We also will continue our quarterly newsletters that highlight our chapter's events and members.
2. We are excited for our 2015 board, we have some new faces which are sure to bring fresh ideas and perspective. The collaboration between old and new members will be beneficial to all.

#### **ISSUES CHAPTER WOULD LIKE HELP WITH**

1. We would love help training a new 2015 board, as some of this year's board members are new to the board, and many continuing board members now hold new levels of leadership.

*Staff note: Board training webinars are available for those chapters not scheduled for an in-person training. Please contact the NEWH Inc. office to schedule a training session with Jena and Diane.*

---

### **ORANGE COUNTY REGIONAL**

*(chartered 1988)*

**Jessica Wasmer**, Steering Committee Chair

NO REPORT SUBMITTED

---

### **SAN FRANCISCO BAY AREA**

*chartered June 1, 2010*

**Debra Calkins & Terri Metzger**, delegates

#### **MEMBERSHIP**

1. Our Chapter has done a great job retaining members and attracting new members. Grand Total membership is 228 with 149 voting members.

#### **PROGRAMMING**

1. October: We held our annual fundraising event, Wine by Design. There were about 175 attendees loaded on three buses to the Napa Valley. The bubbles at Domaine Chandon were a great way to start the event. Hall Winery was just wonderful. The art collection was dynamic and what a space to showcase it in. Creative fun was the style at the photo booth. Competition was fierce for the teams at the grape stomp. "Lucy and Lucy" awarded the raffle prizes. It was fabulous!
2. November: The chapter held our Scholarship awards event and Top ID presentations at the recently renovated Presidio Officer's Club. Two of our three scholarship winners were able to attend and each spoke in regards to what the scholarship and NEWH means to them. Our Top ID presenters each gave a presentation following the PechaKucha presentation model. This was the first time we followed this model and it worked great.
3. December: Our Community Service Fund Raising and Holiday event was held at DWR. Music by the Serotonins added to the holiday atmosphere. Several wore a crazy/fun holiday hat to add to the evening festivities. Many brought donations for Maitri, an

AIDS-specific hospice care facility. We have partnered with Maitri since 2012 for our community service outreach.

#### **SCHOLARSHIP**

1. We have increased our scholarships funds to where we are contemplating increasing our scholarship offering for 2015. This year we awarded three \$5,000.00 scholarships.

#### **FUNDRAISING**

1. Our fifth annual Wine by Design fundraising event was very successful. We raised over \$26,000.00 for scholarships, better than 40% increase over the previous year!

#### **OTHER CHAPTER HIGHLIGHTS**

1. We are looking forward to beginning the mentoring program. This should help us drive our scholarships as well as well as our membership.
2. Ginger Raphael, our chapter President, was gracious enough to hold our board training meeting in her home this past November. The day went by quickly. Leigh Mitchell, Executive Advisor, Lori Hass, Past President and Jill Schmidt, V.P. Administration, took us through the ropes, made it interesting. We learned our vital positions and functions within NEWH and about each other. You really felt a sense of community.

#### **ISSUES CHAPTER WOULD LIKE HELP WITH**

We continue to struggle with a low number of scholarship applicants. Luckily we manage to find some very qualified candidates in

the bunch that we get but we would love to have a broader pool to choose from.

*Staff note: Ask students to post scholarships flyers on social media sites including college facebook pages and local IIDA chapters, have a "student day" at local college(s), hold a "Speed Mentoring" or "Portfolio Re-*

*view" event for students (contact North Central Chapter for details), ensure that your school list is updated annually so the contacts stay current.*

## SOUTH FLORIDA

*chartered October 2, 2003*

**Joelle DiBlasi**, delegate

NO REPORT SUBMITTED

## SUNSHINE

*chartered September 1996*

**Pam Niemann & Teddi Powers**, delegates

The Sunshine Chapter has had a great 2014!

Since our last report, we have welcomed our new board members for 2015.

President – Lora Spran	Scholarship – Josh Altenbach
VP/Admin – Teddi Powers	Membership – Chris Schafer
VP/Dev – Pan Niemann	Programming – Joemy Vega
Secretary – Angela Reed	Fundraising – Terry Tampa
Treasurer – Shana Downing	Sustainability – Eve DeGroot
Past President – Cindy Andrews	Hospitality – Eric Taylor
Executive Advisor – Marissa Colli	

The Sunshine Chapter will be sponsoring 11 of its board members to attend the Leadership Conference in Dallas next month. With many new members to our board, we feel this would be a great learning experience and also an investment back into our organization. We are all looking forward to the conference and the team building together as a new board.

On November 20, Keyes Granite hosted a student event and CEU. Our challenge this year has been getting students more involved in our organization and this event helped promote NEWH to local colleges. Due to finals, our attendance was low but we were able to get some really great contacts for our upcoming events.

On December 3, we held our Annual Toys for Tots community service event. We collected over 250 toys! Many happy children will be able to benefit from our chapters gracious donations. We also had a small silent auction from items donated from vendors that raised additional money for our scholarship funds.

Our membership has increased from the beginning of the year, gaining 34 members. We currently have 241 members on our roster for December 2014, which includes 51 student members. Our goal is to raise our membership by 20% for associate and general members and 15% for student members. We are planning a membership drive for February 4 in hope to reach our membership goals early in the year.

We have some great events planned for 2015 including a Boardwalk themed fundraiser on August 20 at the Winter Park farmers market. Our monthly sundowners have been scheduled for the first Wednesday of each month, in conjunction with our board meetings. We have plans for 2 sustainable events, community service events and a student event that our committees have already been brainstorming on. Our chapter is excited and honored to be hosting the NEWH Trade Show in March at the Orlando Hyatt. 2016 will be our 20-year anniversary for our chapter so we will start early planning this summer for a Valentine's Day gala in 2016.

## TORONTO

*chartered November 18, 2004*

**Tara Witt**, president

### PROGRAMMING

#### 1. September

Our September event was sponsored by Torlys and held at the Pantages hotel. We find that room tours are always enjoyed by our members, and give suppliers and designers a chance to get more involved with events. If our members are involved, it means they get excited, and encourage their respective networks to attend our events – a win/win!

#### 2. October

Our October event (sponsored by Mohawk Group) was held at a new restaurant in Toronto called Ruby Watch Co, which is owned by celebrity chef Lynn Crawford. This was a more intimate event and everyone in attendance enjoyed hearing Lynn talk about her career path and experiences in the hospitality industry. This was definitely a notable evening!

### SCHOLARSHIP

- In November, we awarded 10 scholarships at our 10<sup>th</sup> Anniversary celebration. This was new for us because we usually presented these in conjunction with the IIDEX tradeshow. The event, held at the Bata Shoe Museum, was very well attended and focused more attention to the scholarship recipients and the chapter than past years. We also invited our past scholarship winners as guests. Since 2005, Toronto has awarded \$64000 to

37 students.



### FUNDRAISING

- Our annual golf tournament was a huge success once again! We hosted it at Lionhead Golf and Country Club on August 27th. There were 136 golfers and 162 for dinner. The silent auction was a hit as usual, and we are very grateful of all the donations. We raised net proceeds of \$24 848.86. We are looking at the ad-

vantages of adding a second fundraising event to our annual calendar since this one is so successful.

**ISSUES CHAPTER WOULD LIKE HELP WITH**

1. Our chapter is making a large effort to define our roles on the board, and make sure that everyone can commit to their responsibilities and respect the other positions on the board. Part of this

is working on establishing committees, which is something we have not been successful with in the past. The board training we just completed was a great start and really set us up for success in 2015. By having a happy and healthy board, we can set an example that encourages new people to join and contribute to our succession plan.

---

**UNITED KINGDOM**

*chartered June 12, 2002*

**Rebekah Ellis & Jonathan Young**, delegate

**GOALS**

- Increase membership
- Attract more designers into membership
- Attract more operators into membership
- Better, regular communication to members
- Work more closely with the current President as I will be taking over that role in 2016.

**STEPS TO ACHIEVE GOALS**

- Make the application process simpler. Always invite people into membership at all networking trade events. Mentor, Anton, the new membership director.
- To make events more attractive to designers, by giving hotel tours and informative events. More hotel operators as members will also attract designers. We need to know the large design practices in the US that are members in the UK, so we can approach them.
- Taking events to the Operators and ask them to host events. Offer free membership to key hotel operators.
- Quarterly UK Newsletter. Also there will be focus on a design company who are members plus a spotlight on a member on the benefits of NEWH.
- Better communication.

**LONG TERM GOALS FOR THIS POSITION**

- Bring value to membership; NEWH-UK needs to be the number one trade organization.

**OTHER REPORT ITEMS**

---

**VANCOUVER REGIONAL**

**Kimberly Sontowski**, steering committee chair

NO REPORT SUBMITTED

---

**WASHINGTON DC METROPOLITAN**

*chartered November 6, 1992*

**Patrice Adore & Melinda Peck**, delegates

NO REPORT SUBMITTED

**Accounts**

Number 2 account finishes at £3,297.65 (NEWH, Inc. Account)  
Scholarship account finishes at £4814.72  
Main Account £2,778.65

Our President, Julian Brinton, decided that he wanted to restructure the board for 2015. One person is to oversee the bank accounts and liaise with Javed.

Finance currently sits under VP Administration this will be changed & Jonathan Young will oversee this area as VP of Development, membership will go to VP Admin. It has been agreed that this can be switched with me overseeing membership and Jonathan overseeing finance.

**Sponsors**

Finding sponsors for events went well in 2014 but we need to establish sponsors earlier so we can do more advertising for them. We could send out more information on sponsors throughout the year to designers and members. Hopefully this would also encourage other suppliers to get on board and sponsor events.

**Ravensbourne Students**

We would be looking at judging a shortlist of 10-12 students, no more, so the tutors would select that list the week before judging. This will be in June, a 15 minute presentation to our judging panel. We have said that the panel will include an interior designer.

**MOTION TO APPROVE MINUTES**

Date: Jan 22, 2015

Motion Number: 1

I, Andrea Sims , move to approve the minutes as presented / as corrected.

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**MOTION TO APPROVE 2015 BUDGET**

Date: Jan 22, 2015

Motion Number: 2

I, Fernando Diaz , move to approve the 2015 budget as presented.

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**MOTION FOR DIRECTORSHIP APPOINTMENT**

Date: Jan 22, 2015

Motion Number: 4

I, Julia Davis , move that the Board of Directors approve the appointment of William Stuart to the position of Director/Marketing Communications.

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

**MOTION TO ADJORN**

Date: Jan 22, 2015

Motion Number:

I, \_\_\_\_\_ , move that the meeting be adjourned.

Motion seconded by: \_\_\_\_\_

VOTE COUNT: STATUS OF MOTION:  
YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_ Carried:  Defeated:

## Guidelines for Scholarships

### **CRITERIA FOR CHAPTER SCHOLARSHIPS: NEWH Chapters award scholarships annually based upon the following criteria:**

1. Standard Criteria
  - 1.1. Attend an accredited institution of higher learning
  - 1.2. Competition of half of the requirements for a degree or certification in the program currently enrolled
  - 1.3. Show financial need
  - 1.4. Have a cumulative GPA of 3.0 or higher
  - 1.5. Have a career objective in one of the areas of the Hospitality Industry, such as Hotel/Restaurant Management, Culinary/Foodservice, Architecture, Interior Design
  - 1.6. Provide the following:
    - 1.6.1. Student Essay
    - 1.6.2. Transcript
    - 1.6.3. Letters of recommendation from Dept. Head, Professors, Advisor
    - 1.6.4. Letters of recommendation from industry professionals, employers, etc.
2. Non-Standard Chapter Scholarship
  - 2.1 Additional criteria over and above the requirements in 1) and amount given, to be outlined and voted on by the Chapter or International Board.
  - 2.2 Judging of candidates to be done by a Scholarship Committee made up of NEWH members.
  - 2.3 Scholarship to be advertised and funded separately from the Chapter Scholarships, with a disclaimer that no award will be given if a qualified recipient has not applied.
  - 2.4 In addition to these items listed and scholarship types, need to differentiate a "design competition" or requirement for a "portfolio submittal by design students" as a non-standard scholarship.

### **Memorial**

1. Must be in the name of a member who has contributed to NEWH.
2. May be funded separately, initially, after the death of the member and then funded by chapter fundraising efforts, after the original funding dwindles.
3. May be given in the name of the member as one of the Chapter Scholarships. For instance, could be given to the most outstanding student and/or in the largest dollar amount.

### **Vendor**

1. Funding to be done by a vendor in their name and to include negotiated costs outlined in item 3.
2. Scholarship to be awarded in their name. Individual can present the scholarship however the Chapter Scholarship Committee reviews and selects the recipient.
3. Determine the venue for the presentation of the scholarship and take into consideration the possibility of transportation, lodging, etc, of the recipient into account when the amount is negotiated with the vendor.

### **Business**

1. Funding to be done by an Interior Design firm, Architectural Firm, Hotel, Restaurant, etc. in their name.
2. The firm can have input into the desired criteria over and above the minimum requirements listed above.

### **Other**

1. Scholarships given in someone's name that is not a Member in Memoriam, Vendor, or Business must not be funded by Chapter fundraisers.

### **NEWH INC. SCHOLARSHIP ENDOWMENT GUIDELINES**

NEWH Inc. welcomes support from various sectors of the Hospitality Industry in the form of donations to the Scholarship Fund and endowment of individual scholarships. NEWH twenty years

**NEWH INC.  
SCHOLARSHIP ENDOWMENT GUIDELINES (continued)**

of experience in awarding scholarship funds to students majoring in hospitality related industries makes it the best source to distribute corporate and individual donations to scholarship. The administrative activity of holding scholarship competitions; press/photo opportunities with the winning students; awards dinners; travel/lodging for students – is often not considered in funding an award. These costs must be considered in all future donations. Below is a guideline for funding a scholarship award or opportunity:

**TRADE-SHOW SCHOLARSHIP**

\$5000 award – assume 20% administrative, travel/lodging costs or \$1000 so your donation should be \$6000. If sponsor wishes to award at a special event they must supply all extra costs for student and if necessary representative of NEWH for travel/lodging and any costs associated with attending the special event.

**ICONS OF INDUSTRY-NEWH INC SCHOLARSHIP**

1. Must exemplify the highest standards of professionalism
2. Must have completed half the requirements for a degree that will lead to a career in the Hospitality Industry.
3. Must have a minimum of 3.0 GPA
4. Must have participated in an industry internship (*one of the differentiating requirements from the standard chapter scholarship criteria*)

Scholarship Awards:

\$5000 Winner awarded in the fall at major tradeshow in New York

\$3500 Honorable Mention awarded at major tradeshow in spring of the following year

Chapters are encouraged to submit students they have vetted for chapter level scholarships for this award. The student would need to submit an ICONS application with the supporting documents required.

**SUSTAINABLE DESIGN COMPETITION SCHOLARSHIP AWARD-NEWH INC SCHOLARSHIP**

Sponsors each donate the scholarship or school award and an additional amount each for administration of the design competition, travel and lodging costs for recipients and others intrinsic to the competition. Sponsor selects award opportunity with a \$7,000 annual commitment, multi-year commitments preferred,

Scholarship Awards:

\$5000 Primary Scholarship Award to Undergraduate Student

\$5000 Secondary Scholarship Award to Graduate Student or award to Undergraduate Student or School

Awards based on panel judges recommendations

The NEWH Sustainable Design Competition provides students with the opportunity to showcase their design skills while utilizing the very best in sustainable design products and practices. The student award will be dispersed to the student through the respective school. Student monies may be used for tuition, books or supplies needed for his/her education. The award to the school must go to the INTERIORS PROGRAM and not to the general funds of the school. The program may utilize this award to enhance the educational needs of the materials to help the design studio. Winners are honored at a major tradeshow in spring of the following year. In addition to the NEWH Magazine, the event shall be covered by other hospitality and design publications.

**CHAPTER LEVEL - TRAVELING SCHOLARSHIP**

Sponsors may endow a scholarship in any amount to be given to the chapter of their choice. Scholarship will be given in the course of the standard chapter scholarship competition. Due to this being a part of the standard competition, no travel costs are paid for students and no administrative costs should be incurred. Scholarship can be given in donor's name and endowed for several years or as a one-time opportunity.

## NEWH MEMBERSHIP GIFT CARDS



Gift Membership Cards  
Now Available!

NEWH, Inc. as an organization will not discount membership to one group over another. This concept was created to help chapters *markdown* membership to certain sectors of their market. The gift card will allow chapters to purchase a membership from NEWH, Inc. for \$75.00 (NEWH, Inc.'s portion of membership dues). Chapters in turn can sell the cards for whatever amount they want. The amount they sell it for staying in the chapter administrative account as their portion of the standard dues.

Example of how the card could work: A vendor could purchase 5 gift cards from a chapter for \$100 each. The vendor could then give those cards to people/customers as gifts. If the chapter's standard dues are \$150, the chapter would be losing \$50.00 per membership. The chapter board would be expected to analyze this loss and how it would affect the chapter's finances.

The customer would go to the URL on the card, pull up a membership application, fill it out and insert the promo card number. Each card will have a different promo card, and a list of the numbers will be kept on file as they are sold and linked with a new membership, the code will not be able to be used more than once. This membership gift is for NEW memberships only.

**NEWH**  
The Hospitality Industry Network  
Regional Tradeshow

		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	total net profit for NEWH, Inc.	avg. profit per show
<b>Atlanta</b>	Income							116,255.00		147,740.00		145,310.00		
	Expense							49,558.66		54,100.54		67,830.96		
	Chapter Percentage							26,678.54		37,455.78		30,991.62		
	NEWH, Inc. profit							<b>40,017.80</b>		<b>56,183.68</b>		<b>46,487.42</b>	<b>142,688.90</b>	<b>47,562.97</b>
<b>Dallas</b>	Income	94,000.00		96,290.00		85,591.00		150,620.00		168,010.00				
	Expense	31,769.38		29,046.13		31,515.83		47,482.16		78,400.11				
	Chapter Percentage	24,959.05		25,155.46		21,039.88		41,255.14		35,843.96				
	NEWH, Inc. profit	<b>37,271.57</b>		<b>42,088.41</b>		<b>33,035.29</b>		<b>61,882.70</b>		<b>53,765.93</b>			<b>228,043.90</b>	<b>45,608.78</b>
<b>Chicago</b>	Income								163,395.00		176,487.50			
	Expense								79,647.36		79,738.20			
	Chapter Percentage								33,499.06		38,699.72			
	NEWH, Inc. profit								<b>50,248.58</b>		<b>58,049.58</b>		<b>108,298.16</b>	<b>54,149.08</b>
<b>Denver</b>	Income							70,395.00		98,970.00		144,681.25		
	Expense							30,887.01		54,149.13		68,258.25		
	Chapter Percentage							15,803.20		17,928.35		30,569.20		
	NEWH, Inc. Profit							<b>23,704.79</b>		<b>26,892.52</b>		<b>45,853.80</b>	<b>96,451.11</b>	<b>32,150.37</b>
<b>Houston</b>	Income									68,487.50		132,651.25		
	Expense									37,075.39		63,335.43		
	Chapter Percentage									12,564.84		27,726.33		
	NEWH, Inc. Profit									<b>18,847.27</b>		<b>41,589.49</b>	<b>60,436.76</b>	<b>30,218.38</b>
<b>Los Angeles Founding Chapter</b>	Income						112,472.50		147,965.00			164,905.00		
	Expense						52,567.12		61,125.30			95,509.83		
	Chapter Percentage						23,962.15		34,735.88			27,758.07		
	NEWH, Inc. profit						<b>35,943.23</b>		<b>52,103.82</b>			<b>41,637.10</b>	<b>129,684.15</b>	<b>43,228.05</b>
<b>New York</b>	Income							176,810.00		167,785.00				
	Expenses							79,194.19		78,375.67				
	Chapter Percentage							39,046.32		35,763.73				
	NEWH, Inc. profit							<b>58,569.49</b>		<b>53,645.60</b>			<b>112,215.09</b>	<b>56,107.55</b>
<b>North Central</b>	Income					59,351.00				61,890.00		84,432.50		
	Expense					33,943.48				25,648.58		37,492.31		
	Chapter Percentage					10,163.01				14,496.57		18,776.08		
	NEWH, Inc. profit					<b>15,244.51</b>				<b>21,744.85</b>		<b>28,164.11</b>	<b>65,153.47</b>	<b>21,717.82</b>
<b>Northwest</b>	Income				42,197.50		54,120.00			68,090.00		121,495.00		
	Expense				18,510.19		24,749.31			41,506.95		55,024.07		
	Chapter Percentage				9,001.18		11,718.28			10,633.22		26,588.37		
	NEWH, Inc. Profit				<b>14,686.13</b>		<b>17,652.41</b>			<b>15,949.83</b>		<b>39,882.56</b>	<b>88,170.93</b>	<b>22,042.73</b>
<b>Orlando</b>	Income						106,432.00			138,632.00		156,472.50		
	Expense						38,880.01			52,711.71		68,262.88		
	Chapter Percentage						27,020.80			34,368.12		35,283.85		
	NEWH, Inc. Profit						<b>40,531.19</b>			<b>51,552.17</b>		<b>52,925.77</b>	<b>145,009.13</b>	<b>48,336.38</b>
<b>San Francisco</b>	Income											113,460.00		
	Expense											67,454.22		
	Chapter Percentage											18,402.31		
	NEWH, Inc. Profit											<b>27,603.47</b>	<b>27,603.47</b>	<b>27,603.47</b>
<b>Southern Counties</b>	Income		68,396.75											
	Expense		44,664.35											
	Chapter Percentage		9,348.32											
	NEWH, Inc. Profit		<b>23,732.40</b>										<b>23,732.40</b>	<b>23,732.40</b>
<b>Washington DC Metro</b>	Income	69,960.00	61,124.00	81,715.00	104,761.10	112,290.00	120,830.00	149,165.00		147,840.00		163,445.00		
	Expense	31,877.94	36,668.94	33,124.74	41,894.84	40,770.89	50,834.10	59,596.06		70,013.38		78,185.08		
	Chapter Percentage	15,904.89	9,060.94	20,991.40	23,693.71	27,292.41	27,998.36	35,827.58		31,130.65		34,103.97		
	NEWH, Inc. Profit	<b>22,177.17</b>	<b>15,394.12</b>	<b>27,598.86</b>	<b>39,172.55</b>	<b>44,226.70</b>	<b>41,997.54</b>	<b>53,741.36</b>		<b>46,695.97</b>		<b>51,155.95</b>	<b>342,160.22</b>	<b>38,017.80</b>

italics - final numbers are yet to be determined



MANAGEMENT  
MENTORS

Celebrating 25 years!

NORTH AMERICA | EUROPE | AFRICA  
617.789.4622

## Corporate Mentoring Tips: 7 Habits of Highly Successful Mentors & Mentorees

Two questions people often ask me: **1)** Can anyone be a [mentor](#)? **2)** Can anyone be mentored?

Let me start with the last question. I believe anyone can be mentored *if* the person is open to the concept and is willing to do the work.

Regarding the first question: if someone *wants* to be a mentor, it's possible. Mentoring skills can be learned, developed, and nurtured.

That said, I'd be remiss if I didn't point out that the most effective mentoring relationships take place when the mentors and [mentorees](#) bring certain skill sets to the table. And that's the subject of this month's newsletter.

Use these **7 Habits of Highly Successful Mentors and Mentorees** to identify the perfect candidates in your organization for your existing mentoring program or to show upper management that you have the right mix of people to launch a program.

**1. Active Listeners.** Active listening takes energy. People who listen actively don't simply sit back and allow words to hit their eardrums. They sit up straight. They take notes. They ask questions. They repeat or "mirror back" what they've heard to ensure they've understood it properly. Active listeners are the ones who provide non-verbal gestures (e.g. eye contact, nodding, etc.) that indicate they're following (or not following) what you're saying.

*Why is this habit important?* Mentors and mentorees spend much of their relationship talking and listening to one another. Active listening is critical for both parties.

**2. Dedicated to Their Success.** I'm not suggesting that people should have a myopic view and are dedicated to *only* their own success. What I'm saying is that people who take pride in their work, who want to grow, and who truly care about their career trajectory are assets because of their high expectations.

*Why is this habit important?* It stands to reason that people who are dedicated to their own career success will want to make the most out of their involvement in the [corporate mentoring program](#). The most effective mentors and mentorees are people who are dedicated to the idea of making their relationship work.

**3. Dedicated to Others' Success.** I put the "success" habits back to back so that it's clear they work in tandem. The most successful (and happiest) people in life are not in it just for themselves. They care about the organization and the people within that organization and have a genuine desire to see everyone and everything succeed: the company, the employees, and the mentoring program as a whole.

*Why is this habit important?* People who realize that "it's not all about me" are much more willing to make a genuine investment in the mentoring relationship.

**4. Curious.** People who are naturally curious tend to follow the "if there's a will, there's a way" philosophy. If they don't know the answer or if they need help with something, they won't sit back and wait; they'll go looking for the answers.

*Why is this habit important?* I've found that the "curious types" are the ones who'll take the time to read articles on [mentoring best practices](#), listen to tutorials, and seek out help from [Program Managers](#), all of which help in making a successful mentoring relationship.

**5. Engaged with their surroundings.** These people view their work as more than just a job. They show interest in the industry, in the world around them, in the work that other departments are doing, and in the charitable events associated with their company.

*Why is this habit important?* Having a "big picture" view of the world allows people to see how the success of their mentoring relationship affects more than just the two people in the relationship.

**6. Willing to step out of their comfort zones.** These people are willing to try new things, consider new thoughts, and think outside of the proverbial box for the sake of personal and professional growth.

*Why is this habit important?* Prospective mentors and mentorees who are willing to try something new and give it a "go" will have the best chance at reaping the most benefits from the mentoring relationship.

**7. The 3 R's: Responsible, Respectful, & Ready.** People who are responsible, respectful, and ready to get started with new projects help make the day-to-day work experience a better one not only for themselves, but also for everyone around them.

*Why is this habit important?* [Being a mentor](#) or [mentoree](#) requires diligence -- you need to commit to regular meetings (and actually meet), chart progress, and learn to navigate a new relationship (and all the ups and downs) with aplomb.

Are there any other important "habits" that you've noticed from your involvement in corporate mentoring? [I'd love to hear them.](#)

Want to receive more articles like this one? Sign-up above to begin receiving these valuable tips.

© 2014 Management Mentors

# Relationship Tips for Mentors and Mentees

## Mentor

Guide, advisor, partner, diplomat, pupil

- Listen. Your first task is to determine: (a) what are the strengths and weaknesses of this venture, and do you and the venture agree about the strengths and weaknesses? and (b) what primary challenges does your venture want to focus on in their work with you, and do you agree that this should be the focus of your work together?

From this and ongoing consideration of the above, you can (c) decide together what is the best road map for moving forward in building your relationship and growing this venture.

Your venture should be able to articulate at the outset what they expect from this relationship. If not, then you can work with them to establish this.

- Be respectful, but direct & thorough in your feedback. 'Do not' is at least as important as 'do.'
- Push back. Be assertive in your advice if you feel strongly about it.
- Be sensitive to your role: as a senior business leader, your venture looks to you for advice and guidance, as a role model. Your advice may be taken more literally than you intend.
- Be clear about your core competencies, and how much weight the venture should give to advice within and outside these competencies.
- Establish clear expectations and commitments: express your expectations and commitments to your venture, and ask for the same.
- Establish preferred feedback style (written, verbal, direct, highly critical, etc.).
- Establish clear communication channels and timeline for interaction.
- Let your venture know if your schedule changes. They will depend on the time that you commit.
- Give homework. Your mentee will love you for it.

## Mentee

Pupil, collaborator, doer, partner, diplomat, teacher

- Listen. Your first task is to determine: (a) how do your needs fit with the core competencies of your mentor, and what specific challenges do you want them to help you address? and (b) do you and your mentor agree about your own strengths and weaknesses, and how you should work together, and if not, why not?

From the above, you should work with your mentor to (c) decide together what is the best road map for moving forward in building a relationship and growing your venture.

You should be able to articulate at the outset what you expect from your mentor. If not, you can work with your mentor to establish this, but do so quickly.

- Be respectful and responsive to feedback, whether or not you implement the advice. Be clear about your use of feedback.
- Push back. Express respectful reservations if you feel advice is inappropriate, or not feasible.
- Take your mentor's advice seriously, even (and especially!) if it is difficult. You must also put this advice in your own context to determine its role for you.
- Be clear about your core competencies, and weigh this in how you utilize the advice that your mentor is giving you.
- Establish clear expectations and commitments: express your expectations and commitments to your mentor, and ask for the same.
- Establish preferred feedback style (written, verbal, direct, highly critical, etc.).
- Establish clear communication channels and timeline for interaction. ASK for what you need.
- Use your mentor's time well. Be prepared, focused and concise in each meeting. Let them know in advance if your schedule changes.
- Do your homework. It's good for you.

**MARK YOUR CALENDAR**

<b>2015</b>	
Jan 22	NEWH, Inc. Board of Directors Meeting
Jan 22	NEWH RTS/Dallas
Jan 23–24	NEWH Leadership Conference
Jan 25–27	BITAC® Food & Beverage
Jan 26–28	ALIS
Feb 19	Hawaii Regional Tradeshow
Feb 23-26	HOTEC Operations & Technology
Feb 24	Winter Forum by Boutique Design
Mar 4– 5	HD Summit
Mar 8–10	BITAC® Luxury North America
Mar 19	Orlando Regional Tradeshow
Mar 25	HI Connect
Apr 8–9	BD west
Apr 23	Chicago Regional Tradeshow
Apr 26 – 28	BITAC® Tech & Operations
Apr 27-28	CHRIS Caribbean Hotel and Resort Investment Summit
Apr 28-30	HOLA Investment Conference
May 12	NEWH, Inc. Board of Directors Meeting
May 11	NEWH Founders Circle
May 12	NEWH, Inc. Board of Directors Meeting
May 13–15	HD Expo
May 16 – 19	NRA Show
May 31 – Jun 2	NYU Int’l Hospitality Industry Investment Conference
Jun	HD Awards
Jun	NextGen
Jun 29 – 30	British Hospitality & Tourism Summit
Jul 19 – 21	BITAC® Purchasing & Design East
Jul 21	San Francisco Regional Tradeshow
Aug 30 – Sep 1	BITAC® Global
Sep 16–17	Design Americas
Sep 17	Seattle Regional Tradeshow
Sep 29 – Oct 1	Global Gaming Expo (G2E)
Oct	Minneapolis Regional Tradeshow
Oct 6 – 9	The Lodging Conference
Oct 25 – 27	BITAC® Purchasing & Design West
Nov	NEWH, Inc. Board of Directors Meeting
Nov 8 – 9	BD ny
Nov. 8 – 10	IHM&R Show
Nov	Platinum Circle
Nov 15 – 17	BITAC® Owners Event
Nov 25 – 26	Sleep 2015
<b>2016</b>	
Jan 31 – Feb 2	BITAC® Food & Beverage

**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: Nov 8, 2014

Motion Number:

I, \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Motion seconded by: \_\_\_\_\_

Motion is stated and thrown open by the chair for discussion.

Notes on discussion: