



## GOVERNING BOARD PACKET

22 January 2016

Meeting Room  
**BALLROOM A**

Cobb Galleria Centre,  
2 Galleria Parkway SE,  
Atlanta, GA 30339

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



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NEWH, INC. GOVERNING BOARD MEETING AGENDA  
 22 January 2016  
 Cobb Galleria Centre, 2 Galleria Parkway SE, Atlanta, GA 30339  
**Ballroom A**

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

**Board of Directors Meeting**

Friday, 22 January 2016

8:30pm – 11:30 pm

Executive Committee	Trisha Poole Brittany Johnson	Fernando Diaz Andrea Thomas	Christine Wasmer Cynthia Guthrie	Christine Tucker Rebekah Ellis	Julia Marks Helen Reed
Board of Directors	Becca Kundysek Mary Ann Thornam Sandy Banks	Lorraine Francis Cindy Andrews Ron McDaniel	Leigh Mitchell William Stuart Michelle Finn	Deborah Herman Jordan McInturf Elizabeth Moore	Stacy Rauen Michael Smith
House of Delegates	Ellen Armer Toby Artman Cheri Bargaen Kimberly Bond Kelly Bowen Morgan Brady	Jen Conley Rachel Daus Westin Hammerstrom Bruce Heins Jodie Johnson Jonathan Kaler	Kate Kenwell Chelsea Lawrence Heather Lloyd Tony Lopez Annette Lucille Johnanna Malen	Terri Metzger Sophia Nguyen Pam Niemann Kristen O'Bara Melinda Peck Katie Popp	Angela Reed Lauren Ritter Kacey Sharp Candace Tejdor Shannon Vance Leslie Gieger Wynne Jonathan Young

8:30 am	Call to Order	Trisha Poole
8:35 am	Establishment of Quorum - Presentation of Minutes and Motion to Accept	Brittany Johnson
8:40 am	President's Welcome - Introduction of Guests - Introduction/Welcome to new Delegates	Trisha Poole
8:45 am	Introduction to Code of Ethics, Conflict of Interest, Board Policies, Board Roles Voting Roles, Responsibilities, Explanation of Succession Plan – Q&A	Trisha Poole
9:00 am	Financial Report - Motion to approve 2016 Budget	Fernando Diaz
9:05 am	Brief overview/description of Board Disciplines - Finance / fundraising - Scholarship / scholarship - Education / continuing education, mentorship, & sustainable hospitality - Development / membership, conferences, and digital marketing	Fernando Diaz Andrea Thomas Mary Ann Thornam Cindy Guthrie
9:15 am	B R E A K	
9:30 am	<b>Break Out</b> Sessions – Goal Setting for 2016 – (SWOT) SELECT THE DISCIPLINE YOU WOULD LIKE TO SERVE IN 2016 - Finance / fundraising - Scholarship / scholarship - Education / continuing education, mentorship, & sustainable hospitality - Development / membership, conferences, and digital marketing	FACILITATED BY:  Fernando Diaz Andrea Thomas Mary Ann Thornam Cindy Guthrie
10:45 am	Summary/Discussion of Breakouts – Reporting of Discipline Goals for 2016	
11:10 am	Canada Update	Christine Tucker
11:15 am	Ambassadors Report	
11:20 am	New Business -	Trisha Poole
11:30 pm	Motion to Adjourn	

**Executive Committee Meeting**

Friday, 11 January 2016, 11:30am – 1:30 am

Ballroom A

## NEWH, INC. GOVERNING BOARD MEETING MINUTES

7 November 2015

Jacob J. Javitz Convention Center | New York, NY

Executive Committee	Trisha Poole Brittany Johnson	Fernando Diaz Andrea Thomas	Christine Wasmer Cynthia Guthrie	Christine Tucker Julia Marks Helen Reed
Board of Directors	Becca Kundysek Mary Ann Thornam	Ron McDaniel William Stuart	Leigh Mitchell Lorraine Francis	
House of Delegates	Kelly Bowen (ATL) Stacy Costa (ATL) Kristen O'Bara (AC) Kristopher Moore (Chicago)	Leslie Wynne (Dallas) Rachel Daus (Vegas) Julie Zweifel (Vegas) Brandon Brockmiller (LA)	Cheri Bargaen (NW) Stephanie Deshaies (NW) Ellen Armer (RM)	Terri Metzger (SF) Pam Niemann (Sunshine) Jonathan Young (UK)
Chapter Presidents	Hope Case (Vegas) Jonathan Kaler (LA)	Vanessa Vaughan (NW) Jill Schmitz (San Fran)	Monica Bernal (S.FL) Lora Spran (Sunshine)	Tara Witt (Toronto)
Steering Committee	Karen Appert (N. Carolina)	Jessica Wasmer (OC)		
Guests	Cathy Mansour (ATL) Eric Noonan (Vegas) Kate Marcel	Louise Ross (Dallas) Derek Sousa (Vancouver) Christine Hyatt (ATL) Angela Reed (Sunshine)	Phoebe Stein (Chicago) Kate Gallagher (LA) Jenna Peterson (Pittsburgh) Will Michael (Pittsburgh)	NEWH, Inc. Staff: Shelia Lohmiller Jena Seibel Julie Buntrock Nicole Crawford
Not in Attendance	Rebekah Ellis (UK) Cindy Andrews (Sunshine) Jason Stock (DC)  Barron Davis (LA)  Karen Gutowski (LA) Dalila Barragan (DC) Andrea Sims (Chicago) Marie Poisson (RM) Kimberly Sontowski (Vanc) Jennifer Wellman (ATL)	Sandy Banks (LA) Michelle Finn (Chicago) Deborah Herman (NY)  Lauren Ritter (NY)  William Stuart (NY) Mary Blanchard (AZ) Kate Grubb (Dallas) Valerie Coleman (DC) Morgan Brodey (NY) Jaime Smith (Cincinnati)	Stacy Rauen (NY) Shannon Vance (ASZ) Bruce Heins (AC) Westin Hammerstrom (N.Central) Chelsea Lawrence (RM) Jennifer Loux (ATL) Alison Sparer (Houston) Dina Caruso (Pittsburgh) Marissa Colli (Sunshine)	Rachel Martin (Chicago) Allison Calagna (Houston) Kacey Sharp (Houston)  Joelle DiBlasi (S.Florida)  Teddi Powers (Sunshine) Karen Pelzer (AC) Alicia Cannon (NY) Beth Doehner (NewEng.) Rich Gesteland (Vegas)

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

The meeting was called to order by President Trisha Poole at 12:30pm Secretary, Brittany Johnson, 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 7, 2015

Motion Number: 1

I, Julia Marks, move to approve the minutes as presented.

Motion seconded by: Andrea Thomas

VOTE COUNT:

YEA: 12    NAY: 0    ABSTENTION: 0    STATUS OF MOTION:    Carried:     Defeated:

### PRESIDENT – TRISHA POOLE

**Discussion:**

- Welcome Rebecca Kundysek, Scholarship Chair-welcome
- Thank-you everyone for being in attendance today
- Important to remember our mission to bring in education and raise scholarship dollars, we want the perception that we are a business of bringing people together with forefront of education and scholarship; we need everyone to have a clear understanding of the differences
- Regional Group forming in Cincinnati, Ohio

**Comments:**

- Chapter discipline calls, we're all busy volunteers but we only ask you to join in our conference calls three times per year.
- Last conference call lasted under 2-minutes with only Fernando and Inc. staff in attendance; we need you and your participation

- Discipline calls enable us to share our abilities and stay on track as a business, just participate, find someone to sit in if you cannot participate
- It's very discouraging to have such low attendance, get your questions answered and please attend
- Thank-you to NEWH, Inc. for putting answers to our questions in the board report

**VP/FINANCE – FERNANDO DIAZ**

Discussion:

- Thank-you for those that submitted their board reports
- Inc. and chapters doing well financially
- Need Results of Activity/Fundraising Reports from: Dallas, Las Vegas, Los Angeles, Arizona, San Francisco, Washington DC-submit to Julie Buntrock at NEWH, Inc. immediately
- Today there will be a breakout session on difference the between fundraising and programming; questions will be answered in breakout session
- Programming and fundraising both meet the mission of NEWH
- Good strong programming drives membership
- Stop and ask yourself what is a program when creating your event
- Programs are typically educational events; whatever is charged should cover the expenses chapters should not be going into the red
- No free alcohol
- Fundraisers should be fun, anything from a casual picnic to a black tie event and they hold a higher ticket price with a goal to raise funds for scholarship
- Must have sponsors to cover costs
- Ideally chapters will have between 25-50% of net proceeds

**PAST PRESIDENT – JULIA MARKS**

Discussion:

- Doing well, people are very happy
- Same challenges across the board between chapters
- Congratulations on the hard work you do as volunteers, you are amazing
- 3.9 million in awarded scholarship awards with more to award in 2015-congratulations to all
- Increase in memberships, regional groups doing well
- Membership increases: Northwest 42%, Vancouver 55%, Orange County 90%
- Inspired by the chapter events, great work
- Will be discussing success of events during breakout session
- Know your market and what will work in your area when thinking about future events

Comments:

- Dallas scholarship in the name of Turner Duncan, was a surprise no one knew it was being awarded; chapter will continue to award for the next 4-5 years
- Las Vegas Glamping fundraising event (glamorous camping) weekend with a tent design competition between a design firm and general contractor. Incorporated scholarship winners with a chef from Rome together they collaborated and cooked the meals. Looking forward to holding again on a larger scale. Very out of the box event with 6 future interested firms who would like to participate next year.
- Great comments received on the event-great work Las Vegas
- North Central: Worked on TopID promotion with certificates at events, also gave them 2-free tickets to big events, looking forward to how we increase TopID promotion for next year, happy with the way it was received at all of our events.
- TopID certificates will be sent to chapters after BDNY; questions contact the NEWH, Inc. office

**MOTION TO APPROVE BALLOTS**

Date: November 7, 2015

Motion Number: 2

Julia Marks, all if favor to approve ballots.

Motion seconded by: Andrea Thomas

VOTE COUNT:

STATUS OF MOTION:

YEA: 12

NAY:     

ABSTENTION:     

Carried:

Defeated:

**MENTORSHIP – SANDY BANKS**

- Contact Sandy Banks for details and if you are interested in being involved in the program

**VP|SCHOLARSHIP – ANDREA THOMAS | REBECCA KUNDYSEK, SCHOLARSHIP CHAIR**

Discussion Andrea Thomas:

- Breakout session today on scholarship; how to market it better
- Phoebe will be assisting with marketing brainstorming
- Inc. scholarships; chapters please encourage your local students to apply
- Board report reflects four pages of schools who have received scholarships from NEWH, that is amazing
- 4 Hospitality Management and 5 Interior Design scholarships NEWH, Inc. scholarships currently available
- 2 Hotel Management scholarships awarded in NY, sponsored by: HMG and Fabric Innovations
- Women Leaders in the Industry panel is a wonderful award venue and holds perfect amount of stimulating conversation that pairs well with the \$5,000 scholarship award
- \$10,000 Fabric Innovations Legacy Scholarship will be awarded at Platinum Circle awards, our recipient Eric Noonan is in attendance at the meeting today-congratulations
- ICON scholarship is awarded at Gold Key and is now a \$7,500 award
- Clifford Tuttle \$5,000 scholarship award will be given at Platinum Circle
- Second HMG sponsored scholarship will be awarded March 31st in Los Angeles
- Hotel Interactive (second year) sponsored scholarship awarded in March in Nashville for Hospitality Management major students
- In Las Vegas at HD Expo the Harvey Nudelman scholarship sponsored by Fabricut and FR-One will be awarded, it is our longest running vendor sponsored scholarship; applications due in January
- Sustainable Design Competition and NEWH Product Design Competition sponsored by Symmons will also be awarded at HD Expo
- Sustainable Design Competition projects are due in February (intent forms due in December) this scholarship offers a \$5,000 undergraduate and \$5,000 graduate award-sponsored by Applied Textiles and JLF|lone meadow
- The NEWH Product Design Competition scholarship is a faucet design based competition judged by NEWH then passed onto a group of judges from Symmons
- Welcome Rebecca Kundysek, NEWH Scholarship Chair, she has worked hard in a hurry on judging all of the current scholarships
- Rebecca is excited to be in the new position and she looks forward to working with everyone in the coming years

Comments:

- NY Chapter

**VP|MEMBERSHIP – CYNTHIA GUTHRIE | CINDY ANDREWS, MEMBERSHIP | JASON STOCK, EXPANSION**

Discussion Cynthia Guthrie/Fernando Diaz-Art Mélange Event:

- March 20th, 2016 at International Polo Club in Wellington/Palm Beach
- Full-day event of art, Polo, great food, drinks, large after party
- Asking all chapters/celebrities/etc. to provide art donations 6-7 pieces each
- Chapters will be receiving dollars from this event, 75% of the net proceeds will be shared with all chapters that participate
- Procured Sandra Bernhard as headliner
- Possibility of a pre-event concert day prior
- Sandra will be helping with coin toss, national anthem, mingle with guests, assist with auction
- Silent auction and live auction to be held; those funds will be shared with the chapters
- Chapters should provide a minimum of 1-piece of art, preferably 5-6 pieces
- We need each chapters participation
- Talk to your TopID's, invite them, give them an opportunity for further participation; tell them it is a benefit to participate
- Currently receiving sponsorships and art donations
- Participate because we need your support, it's a big event especially for your local design community
- Each participating chapter will receive funds for their operating and scholarship funds
- This event was created as a new resource for NEWH to raise scholarship funds
- Discussed opportunity with vendors from outside our industry who may have hospitality and/or retail division
- Patrons of Polo have approximately 10,000 people in attendance during March and bring in a large amount of funds
- The more people we can touch outside of the box to understand and support us the better

**VP|MEMBERSHIP – CYNTHIA GUTHRIE | CINDY ANDREWS, MEMBERSHIP | JASON STOCK, EXPANSION**

Continued:

- Make sure art pieces are worthy of being shown, be selective and sensitive to the audience
- Art is subjective so by using your TopID participants they can meet that level of need

Chapter questions/comments:

- Chapters have a lot of questions, Dallas approached TopID's from 2014-current, they are designers not artists and had concern over how they can participate, do they need to secure something from the manufacturer, the chapter has exhausted most resources from last year, is there another approach/angle they should use?
- Solicit to art vendors/galleries, look at other options
- A conference call will be scheduled with chapters to discuss questions further
- A designer, who has reverted back to being a full-time artist, requested a donation form; you never know who might have interest until you put yourself out there and ask
- Artists' promotion is within a high level of patrons with high promotion
- Artists will be promoted through: online and live auction, online Bidding for Good, Instagram, Facebook page, patrons in attendance; focus on and promote the endless promotion artists will receive
- Keep the questions coming and let us know what your challenges are, we appreciate your participation, even one submission is

participation

- Art needs to be shipped, there is a submission form that must be completed and signed, by signing the artist is relinquishing rights to their property, and may take the value as a tax deduction
- Some chapters are paying to ship their pieces since they will be receiving proceeds from the event
- Design firms would most likely ship on their own
- Original art is needed, the more original each piece is the better it will sell
- Purchase tickets for the event by calling the International Polo Club \$135 brunch ticket (access to whole day)
- Julia Marks volunteered to be the contact person for an incoming art questions; artists and chapter can contact Julia as questions arise
- Cover letter was previously sent out to chapters stay tuned for artist marketing piece
- Submission agreement includes submission and release agreement with all deadlines listed
- Artist title, bio, art photo, etc. due January 15th
- Art due February 15th; all submissions will go into a secure air conditioned storage area
- Boards are transitioning, the letter to chapters was very long, and how do we make an easy transition and communicate to incoming board members with simple bullet points?
- Email all questions to Shelia, in the material that is produced we will try to answer all questions
- Let's support each other and remember we are volunteers trying to pull this off every other year, we need everyone's patience and assistance in moving the first year forward with success to further future development

## NEWH LEADERSHIP CONFERENCE – LEIGH MITCHELL | NEWH CONFERENCES

Discussion-Leigh Mitchell:

- Meeting in June at NEWH, Inc. office in Wisconsin with Leadership committee and Inc. staff, very successful, welcomed Phoebe to our group
- Created a productive outline for future accomplishments
- Schedule, location and marketing are further in place
- Phoebe has been an asset in organizing the process, we're staying ahead of the game
- Friday morning planning on an inspirational keynote about Colorado/Mountain Climbing; please forward on your contacts
- Final speaker selections will be made at January IBOD meeting
- Scheduled speakers: Friday, Kobi Karp a leading architect and Marc Landsberg, Social Deviant on Saturday
- Sponsorship information is ready, please help distribute, asking people to get into their budgets
- Concierge sponsorships: Saturday afternoon (free-time) slots; allow manufacturers to create their own afternoon experience with tours, skiing, tea at Brown Palace, etc.
- Concierge sponsorship and options were added to give participants more free time to connect and grow, was a noted suggestion from the previous Leadership Conference
- Trying to build Owners Roundtable participants, please assist by gathering names from your events and forward on so we can maintain and promote a fresh selection
- Offering a tour during Owner's Roundtable so there is an alternate coinciding event (considering tour of train station)
- Ahead of the game with much excitement
- Marriott City Center is the location with new renovations to be complete prior to date of Leadership Conference

Comments:

- Meet at the NEWH booth at 9:45 am to assist with distribution of Art Mélange and Leadership Conference sponsorship materials; explain Art Mélange is for 2016 budget and Leadership is for 2017 budget
- Thank-you to all of our volunteers you really make a difference

## NEWH AMBASSADORS – MICHELLE FINN | DEBORAH HERMAN | STACY RAUEN

Discussion Michelle Finn:

- We all work together with a role of promoting NEWH's mission to communities and to seek out future sponsors and attend and support chapter and NEWH, Inc. events

Questions/Comments:

- How do we get Ambassador's to attend chapter events?
- Just ask us, we can leverage relationships with speakers, attend events, contact any of us for needed support
- Our Ambassadors are very busy but they are very committed to helping NEWH and our chapters
- Contact the Inc. office for additional support or sponsorship ideas/contacts as well
- ST Media has in addition shown support through scholarships
- Very proud to support NEWH's mission and meet all of you
- Thank-you to our Ambassadors!

## INTERNATIONAL RELATIONS | CANADA – CHRIS TUCKER

Discussion Chris Tucker:

- Canada doing wonderful
- Michelle Finn attended September Toronto event and awarded a \$3,000 ST Media scholarship-thank-you for the support
- Remember to invite your NEWH Ambassadors to your events
- Michelle helped bring in the keynote speaker as well-thank-you to Michelle
- Best event for the chapter was collaborated with lead designer in the city, purchasing agent, GC, Michelle as the moderator and Omni Hotel

- Director of Design + Construction
  - When you put on a big event with key players everyone wants to attend, do it right and it pays off
  - We were doing events every month and it was wearing everyone out
- Vancouver Report-Chris Tucker:
- Doing very well
  - November 19th event is coming up with great support from Seattle area
  - Awarding their third scholarship at event and will be capping attendance at 150
  - Not a huge membership but holding a large student membership
  - Ask for the money, Vancouver has done very well with sponsorships
  - Moving forward with developed growth plan

**INTERNATIONAL RELATIONS | UK – REBEKAH ELLIS**

- Discussion-Jonathan Young:
- Come to London, the place is buzzing, city is going through an amazing transformation
  - Went back to London a few years ago from previously being in the states and it has greatly changed
  - Change in Presidents: Rebekah Ellis now President of Chapter
  - Being a designer, Rebekah has been able to increase our design membership
  - Receiving some chapter business level memberships, great improvement showing commitment to NEWH
  - Fundraiser just completed with Shelia Lohmiller and Julie Buntrock in from NEWH, Inc. in attendance, thank-you for attending
  - Held at Ham Yard Hotel, a boutique hotel with wonderful attendance
  - Partnership created with Ravensbourne College, scholarship awarded at event; the award was based on design work student created and judged by local designers and chapter board members
  - Lots of hotel construction going on, lots of special hotel tours, unique spaces will be opening up
  - Marriott's Park Lane, new hotel in London, has largest grossing restaurant of any hotel anywhere in the world
  - Large transformation in the last few months, looking forward to growth in 2016
  - Sharing information is so important, UK could benefit by hearing fundraising and event ideas
  - Please come to London!
  - The Olympics re-energized the area and environment
- Comments:
- Would love to have a Leadership Conference in London

**MARKETING COMMUNICATIONS | WILLIAM STUART**

- Refreshing the home page, please check out
- Automatically populated News Feed
- Sponsorship program to be launched for the resource directory
- Analytics, visits are staying high every month with Career Network and Resource Directory being the most visited
- Working with Magazine; web sponsorships will be promoted on the website
- UK wanted a special payment system for their members, finalizing details
- Next step is loading scholarship applications for all of the chapters

**EDUCATION | CHRISTINE WASMER, VP|EDUCATION, MARY ANN THORNAM, EDUCATION | LORRAINE FRANCIS, SUSTAINABILITY**

- Christine Wasmer has returned-great to see
- Lorraine Francis: how do we keep sustainability moving and grow our committee while supporting chapter needs?
- Promote sustainable offerings, clean up committee, find and incorporate more national promotion and connection with chapters
- We want to make sure we are moving forward with good Sustainable Design Competition promotion and a well-attended awards event that honors our sponsors and recipients appropriately
- Looking for fresh educational ideas and speakers and future educational offerings
- Attend NEWH Green Voice sessions at BDNY

**BREAK OUT: Group Discussions Overview**

- Trisha Poole: Break-Out Sessions (3 Groups):
- Brain Trust-
- Members who are actively involved but their time has run out on the board
  - How can we still utilize their talent and respect them as members and still allow the new boards to operate with their new ideas and visions while keeping everyone engaged
  - We've had a lot of people engaged with NEWH for a very long time which has been very beneficial to us
- Financial Responsibilities-
- Discussion on programming vs. fundraising, strengthening our brand and external image
- Sustainability-
- Changes in how the committee is evolving; Green Voice is successful

- How can the committee help engage further at the chapter level?
- What is needed and what is the true goal in moving forward?

#### Scholarships-

- How do we market them better, there are a lot of scholarships out there how do we make that clear and promote them effectively?

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

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

1. Our NEWH Brain Trust...how do we utilize it? | Trisha Poole/Brittany Johnson/Shelia Lohmiller
2. Financial Responsibilities in Programming/Fundraising | Fernando Diaz/Julie Buntrock/Jena Seibel
3. Sustainability within NEWH | Lorraine Francis/Nicole Crawford
4. Scholarship | Andrea Thomas/Christine Wasmer

## BREAK OUT: Group Discussion Reports

### GROUP ONE-Our NEWH Brain Trust...how do we utilize it?

- Discussed members who come to a term when you need to move forward with fresh new members
- Celebrate members at 5 and 10 years
- Bylaws state that you've fulfilled your board role after 10-years
- After 10-years encourage and thank people for their hard work
- Each chapter should move forward with their new talent to develop the chapter
- Example: when someone has served three years and they come back three years later, let them know ahead of time how much time they have to be an involved member on the board so you're not just shoving them out when their term is up

#### Comments:

- People can work in committees, courage involvement or become a mentor

### GROUP TWO-Financial Responsibilities in Programming/Fundraising

- We are a 501 c 3 nonprofit, a business, everything we do is key
- When discussing programming, think of events such as: a tour, panel discussion or interactive activity with key word content
- Fundraisers must make money
- If your event is in the gray area then you need to add content to it to become a programming event or add funds to it and make it a fundraiser
- It seems to be a blurred subject right now and we need to be more clear with our events
- When design employees are allowed to attend events thinking it's a programming event and it ends up being a party that should've been a fundraiser, chapters will lose involvement; the same goes for sponsorship funds, we need to be clear about events to our sponsors so we don't lose them
- If the focus is education it should be a programming event

### GROUP THREE -Sustainability within NEWH

- Chapter level Sustainable Director moved to a Chair position; raise up the position through conference calls and move forward
- Chapters talked about their fun events, discussed how to move forward without using the word sustainable and keep thoughts and events fresh and fun
- Talked about S.C.R.A.P. sample drive program as an event that could be carried through with other chapters
- Looked at education piece, how can we move forward with CEU offerings?
- Work with USGBC, how can we support someone earning their LEED AP through a scholarship?

## BREAK OUT: Group Discussion Reports

### GROUP THREE -Sustainability within NEWH (continued)

- Chapter level Sustainable Director moved to a Chair position; raise up the position through conference calls and move forward
- Chapters talked about their fun events, discussed how to move forward without using the word sustainable and keep thoughts and events fresh and fun
- Talked about S.C.R.A.P. sample drive program as an event that could be carried through with other chapters
- Looked at education piece, how can we move forward with CEU offerings?
- Work with USGBC, how can we support someone earning their LEED AP through a scholarship?
- Certain parts of sustainability have a lot of passion but some people don't understand us
- Trying to refresh and load Sustainable directory to the website
- Need better promotion/venue for the Sustainable Design Competition, working on details
- Working on organization level of an across the board sustainability report
- How do we survey our membership and what can we ask them to determine future sustainable needs and promotion?
- Sustainability has been moved under education; on the chapter level there is no director position (only a VP Sustainability on NEWH, Inc. board) in 2016 there will be a sustainable chair

### GROUP FOUR-Scholarship

- Went over current baseline
- Best to get face time with students/educators, school visits or events are key, get involved and grow your applicants and membership
- Get the students attention and involve your professors
- Use your social media outlets and continually grow the marketing; students need the reminders of opportunity and deadline dates
- Discuss up-front what the scholarship amounts are, highlight amounts in your marketing materials as it's a motivating factor for students

and can affect other loans the student might have

- Put students in the public eye as much as possible from the magazine, to chapter newsletters, events, etc. it will also encourage more student involvement

Comments:

- Use your board report when doing school visits, let them know total awarded scholarship dollars given to the college it will help get you in the door for school visits
- Encourage professors to be free NEWH members (free to full-time educators and students)
- List your students in community based publications like local newspapers, etc. it will help to grow your understanding amongst your local community and grow notice to your chapter
- Scholarships need to be more of a substantial amount, a minimum of \$2,500 should be awarded
- Use student recipients as NEWH ambassadors at their local college, ask them to share details about the scholarship with their student groups, etc.
- Develop different deadline dates, first deadline date would have higher scholarship amounts, the amounts would decrease with the other deadline dates

**New Business | Trisha Poole**

New Business-Trisha Poole:

- Attend NEWH Breakfast, Gold Key and Platinum Circle events
- Remove the motions related to redefining Ambassador positions and media positions, not ready to move forward
- Corporate partners have approached us, they are very interested in being involved, for example Matt from Fabricut has even visited Shelia in Wisconsin
- We have people that want to help and we'd like to let them have an opportunity to learn about us and promote NEWH in an ambassador role to further the cause and support of NEWH in everything you do
- There are three people that would be appointed and are currently well informed of NEWH and have been in the industry a long time and can offer us support and guidance
- Executive committee needs more time to further examine and develop
- Welcome Brittany and Fernando thank-you for staying with us
- Wishing our departing board members a thank-you for their support and all of their hard work
- Brandon Brockmiller, NEWH Delegate moving to President (Los Angeles)
- Stacy Costa, NEWH Delegate moving to President (Atlanta)
- Stephanie Deshaies, House of Delegates, moving to President (Northwest)
- Julie Zwiefel, House of Delegates, moving to President (Las Vegas)
- Jason Stock, Director of Expansion, working with Trisha/William/Rich on Scholarship Stories video project

**MOTION TO ADJOURN**

Date: November 7, 2015

Motion Number: 3

I, Christine Tucker, move that the meeting be adjourned at 4:18 pm.

Motion seconded by: Andrea Thomas

VOTE COUNT:

YEA: 12

NAY:     

ABSTENTION:     

STATUS OF MOTION:

Carried:

Defeated:

**Student Stories – Video Project  
11.7.2015 | Meeting Notes**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Chapter + Inc. recipients</li> <li>• Gather details, place in one area and review</li> <li>• Ultimate interest is the story that touches everyone and is clear about our mission of scholarship</li> <li>• Need to make a personal connection with everyone else</li> <li>• Idea similar to American Idol/The Voice; short snip-it videos that make you connect to the participant</li> <li>• We need to get the students story in a heartfelt way</li> <li>• This is going to be a large budget, we want to go to the students hometown and show a true story</li> <li>• The real numbers are very important</li> <li>• Majority of funding has been awarded in the last five years, show more interacting figures</li> <li>• Find local crew to shoot the videos, need to keep it professional</li> <li>• Do we find a production company that can grow the idea</li> </ul> | <ul style="list-style-type: none"> <li>• We need the campaign to go on for a while and update every couple of years</li> <li>• Use a 1 minute video clip per student</li> <li>• Use our video clips at industry events vs. announcing the numbers</li> <li>• Would be nice to have a 3-4 minute video with student clips included</li> <li>• We need people to understand the video message who are not a part of our industry</li> <li>• Need to address additional benefits of NEWH</li> <li>• Show that careers are developed by the networking events and options</li> <li>• Define timeline, formula and write the script</li> <li>• Add a professor and a NEWH member to show different aspects of us</li> <li>• See if we've been rated as a nonprofit foundation, use hard data</li> </ul> |
|--|--|

- Describe the types of people/businesses that should be involved as a member and why
- Do we show the experience from a company's aspect of hiring past scholarship recipients
- Find where the common threads are
- Think of what type of person fits the story, let the chapters nominate their success stories
- There are several recipients sitting on chapter boards
- View Caine's Arcade video; <http://cainesarcade.com/> Caine's Arcade raised a ton of money
- Need to promote less of a women's organization, talk about how it is today
- Start with a quick 101 on NEWH, tearjerker stories, overview
- Need to resist taking a defensive standpoint, we need someone to clearly state what we're about
- We need to take notice of the larger non-profits out there
- While promoting networking we need to promote scholarship just as much so we're not looked at as an association
- Need the numbers and the coinciding reasons of why to be involved
- This is one small project that we've wanted to do for a long time, it's great to see us advance
- Can use current stories that Nicole is featuring in NEWH magazine
- Narrow down to top 5 recipients
- William volunteered to work on written descriptions for video
- Show how we engage designers, interns, etc.
- Students are getting hired off of the floor at Gold Key after reading their speech
- Need to show if you're not a part of this you're missing out
- Think of how we're showing it and where
- Need a separate video to share with schools and one to share with chapters
- Our ICON videos are professional, we need something powerful like that
- Everyone has a hard time finding new people to serve on the board, the video could add a piece of understanding to promote why people volunteer and want to serve on boards and be involved I am NEWH; show our volunteers
- Trisha to put together a project scope document
- Follow-up with documents in DropBox, conference and move forward at January IBOD meeting

## 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

#### 2016 GOALS

- Further the mission of NEWH.
- Continuation and Refinement of 2015 Goals for 2016:
  - 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. This goal is supported by the planning and execution of high quality NEWH Leadership Conferences that incorporate relevant subjects, speakers and design firms that represent the current landscape of the industry. We plan to structure this event and provide streamlined processes to improve the overall performance and execution of the planning and delivery of the event.

**2015 PROGRESS:** A Leadership planning committee met at the NEWH Wisconsin office to review past conference performance and data and provide input on planning and structure of the 2017 event with long term planning in mind. Great progress was made and for the first time ever the Leadership conference has the outlined agenda, sponsorship opportunities, and marketing collaterals ready for release 14 months in advance of the event. 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.

The success of this event has brought a greater awareness of our organization and the mission along with building credibility within the industry professionals. The NEWH Inc office will begin to manage more of the administrative functions of this event to assure consistency and timely delivery while creative content and securing sponsorships will remain a volunteer responsibility. We will continue to build on this event and hope to benefit long term from the connections made.

Our sponsorship participation with ALIS and The Lodging Conference over the last two years has expanded foresight of the industry, conference trends and topics along with assisting in the cultivation of new speaking talent and strategic relationships. We look forward to these relationships growing stronger in the future and potentially becoming more involved with these events.

- 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.

**2015 PROGRESS:** With the new section within the NEWH

Magazine covering up-coming talent from our NEWH Scholarship Recipients we believe this will draw interest from students, schools, and young professionals. In addition, the development with NEWH Inc Scholarships is raising the quality and increasing clarity of the program that will improve the application process. Currently a large percentage of our recipients are securing positions within well-known design firms and becoming productive team members that continue to give back to the industry by working within their local NEWH Chapters. We are super proud of these new hospitality professionals and look forward to many more entering the work force in the future!

- Build a higher awareness of NEWH and the mission of scholarships.

**2015 PROGRESS:** New scholarships were added (see VP Scholarship report) and NEWH Inc. added a VP of Scholarship last year. Chris Wasmer, our new VP of Education will be working with Andrea Thomas VP of Education to further advance our efforts on scholarships and help us to better promote the opportunities we have at large events and international venues. We will be seeking new programs that can be launched at the Chapter level that will broaden the awareness throughout the entire hospitality network.

There was an improved focus on our mission and scholarships at the 2015 NEWH Leadership Conference in Dallas. The Scholarship Luncheon was placed within the center of the conference and available to all registered attendees at no additional cost. We will continue this for 2017 with some improvements of the program.

We have a goal to produce a quality video of past scholarship recipients and their inspiring stories to help us share our mission with those that do not understand who we are and what we do. The video can be used for charitable events that may be held with the general public or industry events that may need an introduction to NEWH with an explanation of our mission. The targeted completion date is early 2017.

#### STEPS TO ACHIEVE GOALS

- Support and make all NEWH initiatives a priority that directly relate to the advancement of the Key Goals for 2016.
- Listen and identify new ideas and interesting concepts that are offered by NEWH supporters related to the modification or addition to the "Key Goals."
- Offer support and leadership to all EC and IBOD Members as they work towards their goals.

## PRESIDENT ELECT

#### 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

### BRITTANY JOHNSON

#### Job Purpose

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

#### OTHER REPORT ITEMS

- See below for a few of the top pieces of advice for the role of Secretary:
  - Please remember that your chapter board meeting minutes are due as soon as possible after the meetings. Your chapter boards should be approving the meeting via email (100% board approval) or at the board meetings.
  - If possible have a localized place to store board minutes for future reference.
  - If your board does not have a meeting for a month please let the Inc. office know so that no one is trying to track down non-existent meeting minutes.
  - Know the rules for a quorum; be certain that you've noted whether or not a quorum exists for any motions that occur during your meetings.

## 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
- Monitor NEWH Fundraising for both NEWH, Inc. and its Chapters and develop new ideas for Fundraising

#### 2016 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 *(most important)*
- Participate in all discipline calls *(very important)*
- Maintain or cause to maintain Strategic Plan
- Produce NEWH Signature Fundraiser: *Art Mélange, March 20, 2016*

#### 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 to be submitted to NEWH, Inc. promptly; and
- Follow up with chapters to submit signature bankcards after the **first** board meeting of the year.
- Produce new Signature Fundraiser – “Art Mélange” scheduled for March 20, 2016 at the International Polo Fields in Palm Beach

(Wellington), FL

#### 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 its 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%
- *Please remember that check over \$250.00 requires two (2) signatures*
- *It is of utmost importance that you mentor the incoming treasurer into his/her position*
- *Signature cards will be going out if not received already, so ensure they are returned in a timely manner. Due date : January 15, 2016*
- **THANK YOU – RESULTS OF ACTIVITY REPORTS ARE BEEN SENT INTO INC OFFICE WITHIN 45 DAYS AFETR THE EVENT**

BANK BALANCES		
account balances as of 12/31/2015		
General		\$ 364,984.61
Scholarship		156,435.53
Cliff Tuttle Scholarship		32,279.15
Money Market <i>(cash reserve fund)</i>		347,368.60
Long Term Reserve Account <i>(money market acct receives higher interest than CD)</i>		300,000.00
Cash Reserve Account <i>(money market acct receives higher interest than CD)</i>		200,000.00
CD		200,000.00
NEWH, Inc. acct in Canada (7/31/13)		US 15,000.00
NEWH Canada, Inc.		CAD 52,811.19
NEWH, Inc. acct. in London		US 25,000.00

Chapter	Annual Budget Rec'd	Statement from Bank	Labeling cks and deposits	Updated Signature Cards	Current on tax matters for 2015	2015 Fundraising Remittance	2015 to date Fundraising %***	2015 Monies transferred to Scholarship Acct	2016 Fundraising Remittance	2016 to date Fundraising %***	2016 Monies transferred to Scholarship Acct	Checking Bal	Date	Scholarship Bal	Date	CD	Date
Arizona	X	X		X	Inv'd	58%	6,142.35	N/A	0%	-	12,370.45	12/31/15	10,072.40	12/31/15			
Atlanta	X	X	X	X	Inv'd	52%	32,974.55	N/A	0%	-	89,319.56	12/31/15	28,746.13	12/31/15			
Atlantic City	X	X		X	Inv'd	59%	4,748.45	N/A	0%	-	16,151.00	12/31/15	8,240.15	12/31/15			
Chicago	X	X		X	Inv'd	48%	66,620.04	N/A	0%	-	138,591.77	12/31/15	75,981.52	12/31/15			
Dallas	X	X	X	X	Inv'd	42%	35,589.81	N/A	0%	-	35,631.94	12/31/15	79,901.62	12/31/15			
Houston	X	X		X	Yes	73%	30,916.31	N/A	0%	-	40,520.09	12/31/15	30,860.05	12/31/15			
Las Vegas	X	X		X	Inv'd	3%	21,670.29	N/A	0%	-	118,103.61	12/31/15	69,489.95	12/31/15			
Los Angeles	X	X		X	Inv'd	57%	4,871.75	N/A	0%	-	167,502.68	12/31/15	84,984.48	12/31/15			
New York	X	X	X	X	Yes	57%	8,403.90	N/A	0%	-	152,860.02	12/31/15	82,721.58	12/31/15			
North Central	X	X		X	Yes	48%	1,105.94	N/A	0%	-	38,980.22	12/31/15	26,482.63	12/31/15			
Northwest	X	X		X	Yes	56%	61,370.92	N/A	0%	-	79,532.12	12/31/15	56,087.86	12/31/15			
Rocky Mountain	X	X		X	Yes	26%	19,869.98	N/A	0%	-	42,229.23	12/31/15	27,577.23	12/31/15			
San Francisco	X	X		X	Yes	53%	48,796.84	N/A	0%	-	56,498.73	12/31/15	121,734.18	12/31/15			
South Florida	X	X		X	Inv'd	47%	-	N/A	0%	-	34,833.25	12/31/15	25,487.93	12/31/15			
Sunshine	X	X		X	Yes	41%	33,927.00	N/A	0%	-	60,176.36	12/31/15	58,376.63	12/31/15			
Toronto	X	X									27,654.81	11/30/15	41,434.34	11/30/15			
United Kingdom	X	X									5,053.83	12/31/15	5,106.99	12/31/15			
Washington dc	X	X		X	Inv'd	47%	26,195.16	N/A	0%	-	236,678.44	12/31/15	31,993.26	12/31/15	40,093.59	9/30/15	
<b>Regional Groups</b>																	
Hawaii														21,802.67	12/31/15		
New England											9,945.39	12/31/15	16,587.63	12/31/15			
North Carolina											6,068.19	12/31/15	9,501.10	12/31/15			
Orange County											1,643.80	12/31/15	32,929.85	12/31/15			
San Diego													19,270.46	12/31/15			
Vancouver																	
Virginia														12,041.28	12/31/15		

**PROPOSED 2016 BUDGET WORKSHEET**

		INCOME	EXPENSE
<b>President</b>		-	16,125.00
<b>President Elect</b>		-	-
<b>Past President</b>		-	2,800.00
	Founders Circle	-	14,500.00
<b>Executive Adviser</b>		-	1,700.00
<b>Secretary</b>		-	2,575.00
	Board Training	-	10,050.00
<b>Vice President Finance</b>		-	3,600.00
	Fundraising	418,000.00	169,514.00
	Travel / Delegate	-	17,000.00
<b>Vice President/Scholarship</b>		-	3,950.00
	Scholarship	5,000.00	8,500.00

Clifford Tuttle Scholarship	5,000.00	6,100.00
Hospitality Management Scholarship	-	7,100.00
ICON Scholarship	13,000.00	16,690.00
Sustainable Scholarship	14,000.00	13,125.00
Vendor Scholarship	20,000.00	22,600.00
Women Leaders in Hospitality Scholarship	10,000.00	13,400.00
<b>Vice President/Education</b>		2,150.00
Continuing Education	10,000.00	16,125.00
Mentorship	-	6,000.00
Sustainable Hospitality	40,000.00	5,650.00
<b>VP/Development</b>		2,600.00
Leadership Council	-	-
Membership	240,000.00	140,750.00
NEWH Conferences	160,000.00	58,650.00
Digital Marketing	-	5,250.00
<b>Administration</b>		700,706.52
Corporate Partner Development	610,500.00	62,125.00
Marketing	40,000.00	65,050.00
NEWH Awards	-	1,450.00
Tradeshows/USA	-	50,450.00
Tradeshows/other	-	-
Tradeshows/Regional	819,085.00	569,944.00
NEWH Governing Board Mtg.	-	15,900.00
Website	30,000.00	62,700.00
Publications	-	4,000.00
Reserve Acct.	-	50,000.00
Bank/Credit Card	-	30,150.00
	2,434,085.00	2,178,979.52

2016 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>Installation Services Group</b>	Patron	2010
<b>Milliken Carpet/Hospitality</b>	Patron	1996
<b>Moen, Incorporated</b>	Patron	2012
<b>P/Kaufmann</b>	Patron	2011
<b>American Atelier, Inc.</b>	Supporting	2011
<b>Arteriors Contract</b>	Supporting	2013
<b>Ashley Lighting, Inc.</b>	Supporting	2012
<b>Bernhardt Hospitality</b>	Supporting	2012

<b>Electric Mirror</b>	Supporting	2008
<b>Enduratex</b>	Supporting	2015
<b>Fabric Innovations</b>	Supporting	2011
<b>Karndean DesignFlooring</b>	Supporting	2011
<b>Kimball Hospitality</b>	Supporting	1994/2016
<b>Lexmark Carpet + Northwest Hospitality Carpets</b>	Supporting	2008
<b>Lily Jack</b>	Supporting	2011
<b>Mandy Li Collection</b>	Supporting	2011
<b>Masland Hospitality</b>	Supporting	2001
<b>OW Hospitality</b>	Supporting	2014
<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>	Supporting	1999/2015
<b>Shelby Williams</b>	Supporting	1994/2011
<b>Summer Classics</b>	Supporting	2011
<b>Tropitone Furniture Company</b>	Supporting	2012
<b>Vaughn Benz</b>	Supporting	2011
<b>WALTERS</b>	Supporting	2012

## FUNDRAISING

RON MCDANIEL

### 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

GOALS FOR 2016 NOT SUBMITTED

## VP/SCHOLARSHIP

ANDREA THOMAS

### Job Purpose

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

### 2016 GOALS

#### Scholarship

- Work with the Director of Scholarship in the execution of all current scholarship initiatives including Interior Design and Hospitality Management scholarships, ICON and the Sustainability Design Competition.
- Interface with Chapter Directors via discipline calls.

#### Education

- Assist VP of Education and Director of Continuing Education in fulfilling requirements for the IACET application to be approved as a provider organization for continuing education, when necessary.

#### Marketing

- Establish a consistent format for forms and collateral for all scholarships in keeping with the overall marketing vision for the organization. Assist in the creation of a video for marketing the scholarship mission of NEWH.

### STEPS TAKEN TO ACHIEVE GOALS

#### HOSPITALITY MANAGEMENT SCHOLARSHIPS

- NEWH Hospitality Management Scholarship** sponsored by

#### Fabric Innovations:

\*\*Deborah Herman has generously renewed her contract to fund this \$10,000 scholarship. This year it will also include Interior Design majors, so the recipient will be either a Hospitality Management student or an Interior Design student. It will be given at the Platinum Circle Awards in November of 2016, in conjunction with the HX: The Hotel Experience show and BDNY in New York.

- NEWH Women Leaders Scholarship** sponsored by **Hospitality Media Group:**

This \$5,000 scholarship is open to female Hospitality Management majors, only and will be awarded at the Boutique Design Power Players: Women Leaders in Hospitality breakfast in November of 2016. The application deadline is September 2, 2016.

- NEWH Women Leaders Scholarship** sponsored by **Hospitality Media Group:**

This is a \$5,000 award available to female students, only and will be given on March 31, 2016 in conjunction with BD West in Los Angeles at the Boutique Design Power Players: Women

Leaders in Hospitality breakfast. The application deadline was January 2, 2016.

### INTERIOR DESIGN SCHOLARSHIPS

- NEWH Clifford R. Tuttle Scholarship:**  
 The third \$5,000 Scholarship, honoring Cliff Tuttle, will be given at the Platinum Circle Awards in November 2015, in conjunction with the HX: The Hotel Experience show and BDNY in New York. The application deadline is September 15, 2016.
- ICON of Industry:**  
 The 2016 ICON of Industry, which recognizes a manufacturer in our industry, will be selected by the Executive Committee in April of this year. Nominations for this honor are being received now. The nomination form and well as all criteria about the individual can be found on the NEWH website on the ICON of Industry menu, under the Education tab.  
 A \$7,500 Scholarship will be given in **November 2016**, at the Gold Key Awards in New York.
- Harvey Nudelman Scholarship** sponsored by **Fabricut Contract/ S. Harris & FR One:**  
 This \$5,000 will be awarded at HD Expo at the NEWH booth on May 4, 2016. The deadline for applications is February 25, 2016.
- NEWH Product Design Competition** sponsored by **Symmons Industries:**  
 Their third award of \$4,000 will be given at the New Entrepreneurs Breakfast in Las Vegas at HD Expo in May 2016. The award includes 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 judged to select the winner. The winning 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 deadline for applications is February 4, 2016.

- Sustainable Design Competition Scholarships** sponsored by **JLF Ionemeadow and Applied Textiles**  
 We are grateful to JLF Ionemeadow for their continuing sponsorship of one of these two \$5,000 awards. We are excited to announce and thank Applied Textiles as the other sponsor for the first time this year. One scholarship is for an undergraduate student and the other for a graduate student. This year's competition is a Sustainable HOTEL BAR/RESTAURANT. The students will be honored during the HD Expo, May 4-6, 2016. The Intent to Participate Form was due on December 18, 2015 and the project submittals are due on February 19, 2016.
- NEWH Interior Design Scholarship** sponsored by **Fabric Innovations:**  
 \*\*See first item under Hospitality Management Scholarships.

### LONG TERM GOALS FOR THIS POSITION

- Provide and plan for smooth interface/interaction between activities of Scholarship all levels within NEWH Inc. and Chapters.
- Ongoing - Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. of Scholarship 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.
- Working with the Scholarship Director and the Inc. office to update the Board Manual and Scholarship Forms, which is an on-going process. Any changes should be made to the VP of Scholarship or the NEWH Inc. office.

## SCHOLARSHIP

### BECCA KUNDYSEK

#### Job Purpose

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

#### 2016 GOALS

- Continue to learn my role and responsibilities as Scholarship Director
- Assist and work closely with VP of Education, Andrea Thomas, and the NEWH Inc. office
- Become an asset to the IBOD
- Understand and continue any ongoing goals or special projects for this position
- Assist in the development of agenda and organize Scholarship Luncheon for Leadership Conference 2017, Denver.
- Meet with Leigh and Andrea on regular basis to discuss and organize Luncheon

### LONG TERM GOALS FOR THIS POSITION

- Establish lines of communication with all Chapter and Regional Scholarship Directors and provide support as required
- Work with Chapters and Regional Groups to promote all NEWH Scholarship opportunities
- Work with Chapters and Regional Groups to establish new Vendor Scholarship opportunities at the local level
- Follow up with past winners for updates on their career paths since winning an NEWH Scholarship

#### STEPS TO ACHIEVE GOALS

- Quarterly conference calls with Scholarship Directors
- Keep open lines of communications between myself, Andrea and NEWH Inc.
- Study the scholarships offered my NEWH Inc., their criteria, requirements, and schedule
- Communication with other board members

### OTHER REPORT ITEMS

- I am excited about this new position and being involved with NEWH and the International level. I look forward to getting to know the members of the IBOD and working with all of you.

### SCHOLARSHIPS AWARDED BY CHAPTER

Chapter	2015	total # of awards	Total Given
Arizona	3,600.00	113	107,800.00
Atlanta	24,985.00	138	255,765.00
Atlantic City/Greater Philadelphia	10,000.00	11	29,500.00
Chicago	35,000.00	101	244,574.00
Dallas	34,000.00	161	324,200.00

Houston	12,000.00	110	119,625.00
Las Vegas	37,500.00	141	345,554.92
Los Angeles Founding Chapter	43,099.00	338	709,697.00
New England Region	2,500.00	30	28,950.00
New York	42,000.00	209	533,500.00
North Carolina Region	2,500.00	2	5,000.00
North Central	10,500.00	38	48,000.00
Northwest	40,000.00	44	87,964.00
Orange County Region (Southern Counties)	7,500.00	58	68,450.00
Rocky Mountain	8,000.00	38	74,700.00
San Diego Region	0	3	3,000.00
San Francisco Bay Area	20,000	11	50,000.00
South Florida	10,000.00	85	121,000.00
Sunshine	17,000.00	63	174,500.00
Toronto	14,500.00	53	CAD 99,513.00
United Kingdom	1,500.00	15	GBP 34,286.88
Vancouver	2,000.00	3	6,000.00
Virginia	0	8	16,500.00
Washington DC Metropolitan	37,000.00	108	285,300.00
Clifford Tuttle Scholarship	5,000.00	2	10,000.00
Future Hospitality Leaders Scholarship	5,000.00	1	5,000.00
NEWH ICON of Industry	7,500.00	21	90,000.00
NEWH Women Leaders in Hospitality Scholarship Award	5,000.00	2	10,000.00
NEWH Sustainable Design Competition/School	0	9	40,000.00
NEWH Sustainable Design Competition/Student	10,000.00	11	55,000.00
NEWH Vendor - American Holtzcraft	0	1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	10,000.00	3	30,000.00
NEWH Vendor – Harvey Nudelman Memorial Scholarship	5,000.00	9	29,500.00
NEWH Vendor – Symmons	4,000.00	2	8,000.00
<b>TOTALS</b>	<b>462,330.22</b>	<b>1942</b>	<b>USD \$ 4,036,941.93</b>

## VP/EDUCATION

### CHRISTINE WASMER

#### Job Purpose

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

#### 2016 GOALS

- Restart (continue) the application process to become an IACET Authorized Provider of continuing education.
- Research and identify continuing education opportunities that are relevant to our membership and NEWH mission.
- Work with Director of Sustainable Hospitality and Director of Continuing Education in developing educational goals, program, and developing content for educational programs and CEU's.
- Work with Mentorship Director in developing programs for use by chapters for building a strong mentoring culture/foundation which will benefit new emerging talent in the industry and future boards/committees for chapters and regional groups.

#### STEPS TO ACHIEVE GOALS

- Work with NEWH staff to build on work previously completed for IACET application process.
- Along with Director of Continuing Education, work closely with Sustainable Hospitality Director and the committee to build out items on Sustainable course list proposed by Director of CE.

- Give assistance as necessary in reviving the Sustainable Directory for purposes of offering another source of education and identifying subject matter experts which will aid in building strong educational foundation for NEWH CEU's and other programs.
- Identify and invite best likely candidates to form a committee to assist Director Mentorship in building a chapter wide program.

#### LONG TERM GOALS FOR THIS POSITION

- Compile and sustain a hospitality centered comprehensive catalog of CEU's
- Ensure that NEWH offers education formatted to the best technologies available (webinar, live on-line presentations as well as classroom style formats)

#### OTHER REPORT ITEMS

- Bring together the Directors under this "Education" discipline with goal of interweaving continuing education, sustainable hospitality, and mentorship of new emerging talent on NEWH boards.

## CONTINUING EDUCATION

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### 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.

#### 2016 GOALS

- IACET Accreditation
- NEWH Continuing Education program in collaboration with Christine Wasmer, Director of Education
- Focus on Sustainability as the topic for the CEU presentations at HD and Boutique

#### STEPS TO ACHIEVE GOALS

- Identify NEWH needs, policies and processes for a program of continuing education
- Identify areas for CEU'S – currently Sustainability is the focus, expand on this and the industry educational needs
- Design a rubric for measuring CEU presentation proposals

#### LONG TERM GOALS FOR THIS POSITION

- Implement an online university for Continuing Education allowing members to gain CEU credits at the computer

#### YEAR TO DATE REVIEW

- After a year of flux our November meeting provided an

opportunity to look at specific areas of interest for developing CEU credits. With a group meeting and discussion at the meeting the following potential topics were submitted to Christine as potential workshops. The following were included in the discussion:

- Sustainable Design Strategies
  - The Science of Sustainability
  - Biophilic Design
  - Sustainable Policies and Programs
  - Fundamentals of Green Design: The Natural Environment
- This was followed up by a conference call and discussion on events to be organized by NEWH with a follow up call in January.
  - Currently working on the review of CEU speakers for NeoCon 2016

## MENTORSHIP

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### SANDY BANKS

#### Job Purpose

- Develop and implement a program to support the new, emerging talent in the hospitality industry.

#### 2016 Goals

- I would like to get all chapters involved in some version of mentoring by the end of this year.

#### Steps to Achieve Goals -

- Form a committee of at least 4-5 persons ideally located in all parts of the [country](#).to brainstorm and help facilitate getting the chapters to have at least one event dedicated to mentoring. To date there are two that have agreed to be part of the committee.
- Contact each chapter president to have a dialogue about the mentoring program and encourage them to schedule an event. I would also like them to identify who in their chapter would be able and willing to work with us to get this accomplished.
- Look into setting up mentoring possibilities for Mentees that are not near an NEWH chapter.

- Reach out to industry veterans to participate either as a mentor or encourage mentoring within their organizations.
- Take applications received to date and get them matched.
- Provide and expand marketing materials for industry events.

#### Long Term Goals for This Position -

- Have an established committee to implement events and monitor and oversee progress in each chapter.
- Make this program a vital and successful part of what NEWH has to offer our members under the banner of education.

#### Year to Date Review

- Held a Mentorship mixer event in Washington DC.
- San Francisco held a successful student mentorship breakfast and signed most of the student attendees up for membership.
- Denver held a mentorship evening of "Speed Meeting " that was very well received.

## SUSTAINABLE HOSPITALITY

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### LORRAINE FRANCES

#### Job Purpose

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

#### 2015-2016 GOALS

- Continue to develop/educate relevant information around sustainability to the design community and the hospitality industry as a whole.
- Relook at our committees past and what the future can be to metric ourselves, our organization and be transparent to our community.
- Integrate with more design schools nationally and internationally to keep us fresh, forward thinking and passionate around sustainability.

#### STEPS TO ACHIEVE GOALS

- EDUCATE

1. GREEN VOICE SESSIONS-  
EVENTS: BDNY 15/ BDWEST 16/HDEXPO 16.
  - a. SET FRESH SPEAKING TOPICS AND SPONSHORSHIP OPPORTUNITIES
2. NEWH MAGAZINE 2015-2016- FINALIZE EDUCATION REVELANT TOPICS  
**Spring:** Due Date: January 20, 2016  
**Summer:** Due Date: May 11, 2016  
**Fall:** July 19, 2016  
**Winter:** September 19, 2016
3. UPLOAD GREEN DIRECTORY- GO LIVE BY END OF 2015  
Provide NEWH members a comprehensive sustainable

hospitality directory for the purpose of identifying and promoting sustainable practices for designers, developers, owners, suppliers, educators, and consumers, in general.

4. Support all NEWH chapter's educational events and activities, including NEWH Leadership Conference in 2017.

**- TRANSPARENCY & METRICS**

1. NEWH SUSTAINABILITY REPORT 2016 (Metric our organization)
2. METRIC OUR MEMBERS FOR FEEDBACK (Send Survey Monkey by end of 2015)

**- DESIGN SCHOOL INTEGRATION VOICE**

1. CONTINUE TO SUPPORT SUSTAINABILITY STUDENT COMPETITIONS
  - a. Work on better visibility/celebration
  - b. Review Sponsorship opportunities

**- SUPPORT**

1. CONTINUE SPONSORSHIP AND AUCTIONS FUNDING
2. MARKET CURRENT EVENTS TO CHAPTER MEMBERS /WEBSITE

**YEAR END REVIEW OF GOALS**

- We have had a great few months while transitioning with some

of our volunteer fatigue and taking a fresh look and approach to the past and looking forward.

- The industry is extremely busy which supports our events and sponsorship
- The Green Voice HD expo 2015 and BDNY 2015 session are great fresh topics and we continue to refine our venue, equipment, and attendance for 2016.
- Before the end of the year – we need to relook at our goals, committee teams and adjust on a quarterly basis so we are in check moving forward. We also would like to survey monkey our member and make sure we are current with their needs around sustainability

**THOUGHTS ON 2016**

Overall we have a very passionate group of volunteers to support our goals as one voice and see opportunities to influence change that supports our vision for 2016 and beyond. We still need to readjust some of our committee members' task force and refocus our teams around these goals. We have had some great members in the past and need to hold the torch for some of their initiatives moving forward and align them with our current goals to meet our 2016 metrics.

**VP/DEVELOPMENT**

**CYNTHIA GUTHRIE**

**Job Purpose**

- Develop and facilitate methods of generating membership and revenue for NEWH, Inc.
- Responsible for the well-being and growth of NEWH, Inc. membership.

**2016 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
- Work with and on behalf of NEWH, Inc. to increase awareness of NEWH Conference on a National and International level.
- Align goals with NEWH, Inc. Director of NEWH Conference for increasing awareness of Conference.
- Work with chapters and regional groups to understand the importance of attendance to NEWH Conference – conveying value for self-growth, networking, industry relevant updates

**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 Directors/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.
- Review goals and status of NEWH Conference for 2017 with Director.
- Review milestones and conference content – are we on schedule?

**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**

- Idle for now but still plan to move forward with this initiative in the future....During our strategic planning meeting at Milliken 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 industry 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.
- We look forward to the Membership discipline calls this year. Please be sure to bring this up in your next board meeting and inform your membership directors that it is very

important to attend these calls. It is an excellent way to discuss ideas for membership drives and connection to programming. Cindy Andrews our Director of Membership on NEWH Inc. will explore ways to publish these ideas to each chapter...more to come on this.

- Art Mélange event is gaining momentum and creating industry buzz. We have done personal letters and email follow up to all Corporate Partners, emails to vendors on CP wait list and to each Chapter BOD to outline/solicit their help with getting art submission from their TOP ID firms starting with most current and working from there to earlier years. Each in attendance at IBOD has received the FAQ, cover letter, and art submission form with instructions. We have attached a copy of the marketing piece for distribution at shows. If you have a vendor that is interested in the event, please let me or Fernando knows. Thank so much to Julia Marks for help with this event as our art curator. If you specific questions regarding the process of art submission Julia will be happy to assist. Also we have had a recent influx of art submission and so very appreciative for the generous art donation from our designer and others in our industry.
- Leigh Mitchell with provide the latest details of progress for NEWH Conference along
- Cindy Andrews and Jason Stock will report on Membership & Expansion respectively.

## MEMBERSHIP

### CINDY ANDREWS

#### Job Purpose

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

#### GOALS FOR 2016 NOT SUBMITTED

MEMBERSHIP REPORT BY CHAPTER												
chapter	2015 Year End	2015 Year End w/ Students	2016 to date	2016 to date w/ Students	% of Change since January Meeting does not include students	2016 non renewals		2016 new members/ past returning		voting members	non voting	students
						Students are not reflected						
Arizona	77	94	<b>73</b>	<b>93</b>	<b>-5%</b>	2	2.6%	1	1.4%	58	15	20
Atlanta	287	471	<b>322</b>	<b>519</b>	<b>12%</b>	4	1.4%	22	6.8%	251	71	197
AC/Philadelphia	61	82	<b>65</b>	<b>89</b>	<b>7%</b>	0	0.0%	5	7.7%	52	13	24
Chicago	239	380	<b>253</b>	<b>394</b>	<b>6%</b>	2	0.8%	5	2.0%	195	58	141
Dallas	331	515	<b>346</b>	<b>535</b>	<b>5%</b>	1	0.3%	11	3.2%	274	72	189
Houston	134	225	<b>132</b>	<b>229</b>	<b>-1%</b>	2	1.5%	1	0.8%	84	48	97
Las Vegas	146	209	<b>146</b>	<b>212</b>	<b>0%</b>	1	0.7%	5	3.4%	114	32	66
Los Angeles	233	343	<b>220</b>	<b>340</b>	<b>-6%</b>	3	1.3%	8	3.6%	183	37	120
New York	402	520	<b>385</b>	<b>516</b>	<b>-4%</b>	12	3.0%	8	2.1%	304	81	131
North Central	157	283	<b>158</b>	<b>293</b>	<b>1%</b>	1	0.6%	4	2.5%	90	68	135
Northwest	201	249	<b>195</b>	<b>249</b>	<b>-3%</b>	3	1.5%	1	0.5%	159	36	54
Rocky Mountain	94	127	<b>103</b>	<b>137</b>	<b>10%</b>	5	5.3%	6	5.8%	87	16	34
San Francisco Bay	187	234	<b>199</b>	<b>271</b>	<b>6%</b>	2	1.1%	2	1.0%	164	35	72
South Florida	127	176	<b>131</b>	<b>185</b>	<b>3%</b>	3	2.4%	3	2.3%	118	13	54
Sunshine	217	249	<b>216</b>	<b>250</b>	<b>0%</b>	1	0.5%	0	0.0%	175	41	34
Toronto	142	186	<b>139</b>	<b>189</b>	<b>-2%</b>	5	3.5%	4	2.9%	101	38	50
United Kingdom	71	72	<b>71</b>	<b>74</b>	<b>0%</b>	0	0.0%	1	1.4%	67	4	3
Washington DC	290	327	<b>209</b>	<b>340</b>	<b>-28%</b>	1	0.3%	1	0.5%	144	65	131
Atlantic Canada Region	1	1	<b>2</b>	<b>2</b>	<b>100%</b>	0	0.0%	0	0.0%	2	0	0

Cincinnati Region	0	0	20	23		0		0	0.0%	18	2	3
Hawaii Region	12	16	15	20	25%	0	0.0%	0	0.0%	13	2	5
New England Region	99	132	98	132	-1%	3	3.0%	0	0.0%	74	24	34
North Carolina Region	80	137	81	139	1%	0	0.0%	2	2.5%	49	32	58
Orange County Region	78	118	76	123	-3%	0	0.0%	1	1.3%	54	22	47
Pittsburgh Region	32	37	41	50	28%	0	0.0%	2	4.9%	40	1	9
Regional Members	61	64	66	69	8%	4	6.6%	7	10.6%	59	7	3
San Diego Region	19	19	18	18	-5%	0	0.0%	0	0.0%	15	3	0
South Carolina Region	4	4	9	9	125%	0	0.0%	1	11.1%	9	0	0
Vancouver Region	68	122	67	124	-1%	1	1.5%	1	1.5%	44	23	57
edited 14-January-2016	3850	5392	3856	5624	0%	56	1.5%	102	2.6%	2997	859	1768

### REGIONAL MEMBERSHIP

Regional Area	2016	2015	2014	2016 Projections
Alabama Region	1	1	2	
Arkansas Region	1	1	1	
Canada Regional	0	0	2	
India	1	1		
Indiana Region	3	3	6	

Regional Area	2016	2015	2014	2016 Projections
Kansas	3	3		
Memphis/Mid-South	18	20	21	
Michigan Region	9	11	11	
Missouri	3	3	4	
Oklahoma Region	5	5	7	
Virginia	2			

## NEWH CONFERENCES

### LEIGH MITCHELL

#### Job Purpose

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

#### 2015 PROGRESS TO DATE

- Select 2017 Leadership Conference location and begin research on hotel: Denver selected by EC.
- DONE – Marriott City Center contract signed for February 9-11, 2017
- PR person hired – Phoebe Stein – announcements have been placed in magazines, pins are being distributed. She has also helped with Saturday keynote and an Architecture speaker.
- DONE: pow wow with Trisha, Julia, Phoebe at NEWH headquarters to outline goals for conference
- DONE – Logo and theme selected – Climb on!
- SAVE The Date notification being sent before BDNY
- DONE – sponsorship levels reviewed and to be ready for BDNY distribution

#### TO BE DONE

- Create Owners Roundtable list – looking for additions from chapters
- Looking for speakers including Friday keynote: inspirational climber = Julia to head up
- Meeting at January IBOD to further discuss keynote, schedule, and additional speakers

- Denver team working on Presidents Dinner, VIP Reception and Saturday night party
- Key person needed to organize presidents dinner/outreach to Top ID
- Identify person to head up sponsorship outreach
- Unique adventures will be available for manufacturers to organize on Saturday afternoon – from Tea at the Brown palace, to a cannabis tour and other creative adventures – need someone to spearhead outreach. (P/Kaufman is in!)
- Board Leadership component at Conference? Can Trudy facilitate?
- NEWH to finalize speaker agreements
- Becca: outline of Scholarship Luncheon
- @IBOD – have VPs take ownership and have chapters help with implementation of sponsorships and owner/designer recruitment.

#### STEPS TO ACHIEVE GOALS

#### LONG TERM GOALS FOR THIS POSITION

- successful execution of 2017 Leadership Conference

## DIGITAL MARKETING

### WILLIAM STUART

#### 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.

#### 2016 GOALS

- Continue to improve upon the newh.org website, providing real content and resources to engage and serve our members.
- We will be rolling out an Instagram account for the Inc level, and begin monitoring and engaging #newh and so forth to make the NEWH brand more relevant to a new generation of members

- Continue to develop templates that allow for ease of communication without eliminating the possibility of customization at the chapter level

#### STEPS TO ACHIEVE GOALS

- Continue to work with web developers on improvements to the website
- Hire a graphic designer to help with the templates

- Designate an account manager for the Instagram account and solicit/regram content from online and chapters

**LONG TERM GOALS FOR THIS POSITION**

- Create meaningful content that conveys the mission of the organization and encourage new members.

**OTHER REPORT ITEMS**

- In 2015, we succeeded in refreshing the homepage, improving the navigation on the directory, and updating the leadership conference pages. We also built an ad module for the directory pages that will help generate revenue.

**VP/INTERNATIONAL RELATIONS - CANADA**

**CHRISTINE TUCKER**

**Job Purpose**

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

**2016 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 2016
- Continued growth with other associations in Canada to expand our membership base.

**STEPS TO ACHIEVE GOALS**

- Working with committee members in Vancouver Regional Group and Committees – Pleased with growth and dedication

from current Regional Members.

- 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. Currently not enough to support.
- 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.

**VP/INTERNATIONAL RELATIONS – UNITED KINGDOM**

**REBEKAH ELLIS**

**Job Purpose**

- Oversee all actions of the stated NEWH, Inc. mission of Education
- GOALS FOR 2016 NOT SUBMITTED

**PAST PRESIDENT**

**JULIA MARKS**

**Job Purpose**

- Oversee all actions of the stated NEWH, Inc. mission of Education
- GOALS FOR 2016 NOT SUBMITTED

**EXECUTIVE ADVISOR**

**HELEN REED**

**Job Purpose**

- Oversee all actions of the stated NEWH, Inc. mission of Education
- GOALS FOR 2016 NOT SUBMITTED

**NEWH AMBASSADORS**

**MICHELLE FINN/DEBORAH HERMAN/JORDAN MCINTURF/ELIZABETH MOORE/STACY RAUEN/MICHAEL SMITH**

**Job Purpose**

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

GOALS FOR 2016 NOT SUBMITTED

## NEWH STAFF

Jena Seibel/Julie Buntrock/Diane Federwitz/Nicole Crawford/Julie Hartmann/Kathy Coughlin/Mary Phalen

### 2016 BOARDS

**Mandatory Board Calls** – Be sure your entire voting chapter board members participated in a mandatory call for their position. If they have not, please ask them to follow up with the NEWH Inc. office for one-on-one training.

**Board Changes** - If your board has any changes or new has newly appointed directors or chairs, please be sure to alert the NEWH office as soon as possible so the office can update the database and the new individuals are pulled for conference call invites, important board information, and show upon the website in your board roster.

**Quarterly Calls** – Watch for the call schedule coming out very soon with first calls taking place in February. Please **encourage all board members to participate in these calls**. 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!

**Board Resources** – Know how to login to the website and locate the Board Resources. There is a ton of information out there for you to use – samples, templates, how-tos, etc. Be sure you look out there to see what's available to make your job easier – if you can't find something let the NEWH Inc. office know! If you have problems logging in, contact Diane in the office to reset your login.

### MEMBERSHIP

**Dues Reports** - Many members have a due date in January. At the end of January, you may see a significant drop in your member numbers if members have not renewed. 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 also 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 2015 will receive a courtesy associate membership in 2016. 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!

**Discount/Free memberships** – If your chapter offers a free or discounted membership, please remember that you are responsible for the \$75 Inc. portion of the dues. Please be sure to

provide all applications to the Inc. office in a timely manner.

**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 welcome!

### EVENTS

**Event Calendar**– As soon as you have solid 2016 calendar dates for your events, please be sure contact Diane at the NEWH Office to add to your website calendar. Many individuals from others areas plan their travel around other chapter events that they could attend. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your calendar is correct.

**Email Broadcasts - 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.

**Corporate Partner banner:** The 2016 Corporate Partner banner will be shipped to each Chapter President/Regional Steering Committee chair within the next few weeks. The CP banner needs to be at all events.

**Certificate of Insurance:** Certificate of Insurance is available for liability coverage (\$50) and must be requested 10 days in advance pre-event from NEWH, Inc. Please contact Julie Buntrock at [Julie.Buntrock@NEWH.org](mailto:Julie.Buntrock@NEWH.org)

**Raffle:** Prior to fundraising or raffle activity, check your local and state laws and regulations-keep your chapter in compliance. Please contact Nicole Crawford at [Nicole.Crawford@NEWH.org](mailto:Nicole.Crawford@NEWH.org)

**NEWH Regional Tradeshows:** 2016 shows are scheduled and will be held in Atlanta, Houston, Pittsburgh, Miami, Dallas, and Bethesda. To request a show for 2017 please email [jena.seibel@newh.org](mailto:jena.seibel@newh.org)

**Sponsorships** - For fundraising events or limited tickets events especially it is great to allow NEWH Corporate Partners first chance at sponsorship. Please email info to [jena.seibel@newh.org](mailto:jena.seibel@newh.org) and Jena will email it to the contact list of partners. Ideally this is sent out a few days prior to it going to general vendors.

**Do you know someone not receiving emails?** Let Diane know – she can track the individual email address to be sure it has not bounce or been unsubscribed.

### SCHOLARSHIP

- **Scholarship applications:** Collaborate with student IIDA or other student groups/chapters to post scholarship flyers/applications and add these contacts to your school list. List the amounts of scholarships to be awarded in scholarship marketing material; award a minimum of \$2,500 for each scholarship. Have two deadline dates, first date would be your highest scholarship amount; second deadline date would offer lesser amounts.
- **Engaging students:** Students and full-time educational professionals can join NEWH for free! Use past recipients to reach out to students about scholarship. Personally reach out and ask students to assist at your event check in table, introduce them to your membership. Educate students what they can access through NEWH such as the mentor program, career network, Leadership Conference, emerging talent, etc.
- **Awarding scholarships:** Scholarship awards are mailed

directly to the college and payable to the students' college. Students must be currently enrolled and attending college and they must meet the NEWH, Inc. scholarship criteria to qualify. International students can apply for a scholarship and students can apply for chapter and NEWH, Inc. scholarships.

- **Leadership Conference:** Put costs in your budget now, plan to send at least 2 students/past recipients to NEWH Leadership Conference. Chapters may use Admin' or Scholarship funds to pay for student travel, lodging and conference pass but this must be in your 2016 budget. Give your involved students a boost to "get" NEWH and further their education and industry connections.

## WEBSITE/SOSICAL MEDIA

**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!

**Social Media:** NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out from here, they are automatically posted on chapters' Facebook pages which are all linked to the one NEWH, Inc. Twitter account – so all Facebook posts are automatically tweeted to the NEWH Inc. Twitter account, which is why it is stressed to put your chapter name in any Facebook posts you make (i.e. 'NEWH/San Francisco thanks it's event sponsors' or whatever the post may be, so those following the NEWH Twitter account know details of the tweet (so it's not just 'come to our event', etc.) Chapters may have their own LinkedIn account – please forward admin access to NEWH, Inc. to keep on file.

## FINANCE

- **California United Bank**
  - EFT transfers are done to reimburse for membership dues quarterly.
  - EFT event reimbursements within 30 days of the event.
  - 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).
- **GoPayment Readers**
  - Makes "door sales" run much smoother.
  - Items lists can be created to save on typing in the memo description. Contact Julie Buntrock for assistance in development.
  - Chapters can run credit cards for sponsorships.
    - o Very important to fill in **BOTH memo fields** – alleviates unidentified funds and will help your participant identify what the charge was for.
- **QuickBooks Online**
  - Easy way to stay on top of your Chapter Finances.
  - Hand written checks and deposits should be entered into QuickBooks right away as this is a live stream of information.

## Deposits –

- o Sending the deposit to NEWH, Inc., NO CASH should be sent. We suggest having 2 people count the money and either write out a personal check or get a cashier's check.
- o Remote Business Deposit electronically deposits checks for same day credits.
- o Mailing a deposit directly to the bank, make copies of checks you are depositing for your backup.

## • NEWH, Inc. Acting as Chapter Treasurer

- All Chapter Events must have an online RSVP.
- All check remittance must come to the NEWH, Inc. office for deposit.
- All onsite transactions must be processed with the GoPayment reader at the event.

## • Chapter Statement & Financial Reports

- Bank statements are scanned and emailed to whole Chapter Board monthly (NEWH, Inc. receives them mid-month).
- Financial reports are emailed to whole Chapter Board after the monthly statement has been reconciled.
- Accounting is Cash Basis (fiscal year).
- Inquiries regarding the statements or report – please contact the NEWH, Inc. office.

## • Chapter Budgets

- Regularly compare your budgetary figures to your actual financial activities.
- Monitoring the budget will keep you financially stable. These figures should sync with all event budgets.
- Have budget handy at monthly board meetings.

## • Miscellaneous

- Chapters may not have a credit or debit card.
- Membership Dues are ONLY collected by NEWH, Inc.
- 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.
- **Results of Activity Reports (Programming and Fundraising Events):** Must be returned to Julie Buntrock or Julie Hartmann within 45 days post event date.

## 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/Education – 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!

## CHAPTER REPORTS

### ARIZONA

Shannon Vance, delegate

*chartered May 5, 1995*

#### MEMBERSHIP

- We are currently getting our new students enrolled from our ASU & Scottsdale Community College event....also had interest from new attendees at holiday sundowner.

#### PROGRAMMING

- Our Christmas for the troops had awesome attendance! We shipped double the amount from last year. Also the holiday sundowner had great attendance.

#### SCHOLARSHIP

- After our successful golf event we decided to add more funds into our scholarship fund...yeah! Also our Markie Rhodes scholarship was posted online and great feedback!

#### FUNDRAISING

- Our annual golf tournament doubled in profit and was such a great turnout. Our board was very happy and plans to continue this event in 2016.

#### OTHER CHAPTER HIGHLIGHTS

- We were finally able to fill all position for our board in 2016 and we are looking to rock next year!!!

#### ISSUES CHAPTER WOULD LIKE HELP

Actually we want to thank INC for helping get the Markie Rhodes scholarship info up. Best Western employees were emailed her blurb and thought it was very touching. So thank you INC!

### ATLANTA

Kelly Bowen & Tony Lopez, delegates

*chartered May 5, 1995*

#### NO REPORT SUBMITTED

### CHICAGO

Jen Conley & Katie Popp, delegates

*chartered August 12, 1991*

#### MEMBERSHIP

- In Q4 we had 9 new general members and 2 new corporate level business members.

#### PROGRAMMING

- The 7<sup>th</sup> Annual Holiday Toy Drive & Comedy Show was held on Tuesday, December 1. It brought in 57 attendees and over 75 toys. The programming schedule for next year is underway and we are trying to focus on different types of educational events.

#### SCHOLARSHIP

- Our scholarship team put on another great Student Roundtable event on November 4, 2015. It was once again held at the DL Couch showroom in the

Merchandise Mart. The format for the evening changed a bit from last year and there was nothing but good feedback on the improvements.

- The board is focusing on ways to better target schools and students to apply for the scholarship this upcoming year.

#### FUNDRAISING

- There was not a fundraising event in this last quarter, but after the three successful events already held in 2015; the time was needed to start preparing for next year. We do plan to hold at minimum two fundraising events again in 2016, the third potentially becoming a programming event or a fundraising event that focuses specifically on members.

### DALLAS

Jodi Johnson & Leslie Wynne, delegates

*chartered August 12, 1991*

The NEWH Dallas chapter ended the year with the much anticipated Holiday Christmas Party and Tour held at the Hilton Granite Park hotel. We had great attendance of designers, sales reps and manufacturers. And once again, members and guests brought toys to be donated to "Toys for Tots" drive of DFW.

Our 2015 Board Members were extremely helpful and beneficial transitioning their positions to the new 2016 Directors and Chairs. We have welcomed 5 new board members and are excited to see how each new member performs and flourishes. The succession plan continues to work effectively for our chapter. Even with minor challenges, we have been able to resolve them quickly. The continuation of having a Director (senior position) and Chair (junior position) for each discipline helps to maintain the continuity of each position and encourages growth within our chapter.

This year, we were also pleased to have had Jena and Diane conduct our Board Training in conjunction with our year Strategic Planning meeting. Their knowledge and experience proved to be a great asset to our board members. We all sit through the calls (most of the time), but all of the board agreed it is better to be able to have a one-on-one with them. Each Dallas board member knows that for 2016, we will be conducting NEWH as a business that follows standard operating procedures and protocols.

#### MEMBERSHIP

- The Membership Director and Chair will be focusing not only on increasing our general membership, but increasing our Business Chapter levels. The goal is to begin approaching design firms and showrooms to take advantage of this level.
- The Board Buddy program has continued to be a great tool for Board Members to help new members navigate NEWH and all we have to offer. This program is going to be updated and revamped within the month of January 2016 to help ensure we, as a board, have not let anyone slip through the cracks.
- We still maintain a very strong presence at the universities in our territory and continually are pleased to see an increase in our student level memberships. Our approach of going out to the various schools will continue. When students attend our events, each board member makes them feel welcomed and genuinely glad to see them.
- The second annual Membership Golf Drive will be held in March. The Director and Chair are also researching the relevance of the continuation of our membership drive as it is. The drive has always been to increase the membership via offering a free new membership per sponsored lane. However, they are looking at the actual ratio of new designers in our territory that are not covered as an associate or general

member. It should prove to be very interesting results.

**PROGRAMMING**

- The Director and Chair have put forth a very complete and aggressive programming schedule for 2016.
- After receiving feedback from attendees throughout the year, the Toasting Tuesdays will occur only twice during 2016.
- Our programming events continue to have a nice balance of designers and reps/manufacturers.
- The DFW area has several properties that will be completed with remodels and new builds during 2016. Fortunately, most of our designers on the board have participated in these projects. We will be increasing our venue tours for 2016. Tours will consist of principals and designers who were on the project holding discussions during the event.
- Discussions continue about the possibility of offering CEUs during a programming event (paid by sponsors/manufacturers). However, as a board, we need to ensure we continue to be inclusive and not exclusive such as IIDA and ASID. The offering of CEUs may occur during our RTS in October.

**SCHOLARSHIP**

- Applications were sent out mid-December.
- Once again, the goal is to receive quality applications of candidates instead of focusing on quantity.
- The Director and Chair have established timelines for deadlines of applications, first reading of the essays, and personal interviews of potential candidates.
- The Scholarship committee has already been formed and will be taking advantage of past and present board members.
- As an appreciation to Smith-Brown continually being the top sponsor for the Scholarship Dinner and Life of Design fundraising event, as well as a very strong supporter of the NEWH Dallas chapter, a representative (current member) will be asked to participate in the interview process.
- The amount of scholarship funds will be recommended by the Director and Chair and voted on during our March meeting. The Dallas chapter continues to have a very healthy scholarship budget and will more than likely continue to offer a total of \$30,000 for scholarship. (Always need to keep \$\$ back for a very rainy day).
- Once again, the Scholarship Dinner with recognition will be held in conjunction with the Life of Design Fundraising event.

**FUNDRAISING**

- Due to the departure of our expected Director of Fundraising, one of our senior members of the board moved into that position. We are also pleased to have a new member to the board serving as the Chair. Both the Director and Chair appreciate the importance of our LOD event and are looking forward to maintaining the level achieved over the past 5 years. Both of them will work extremely close with their respective VP.
- The LoD event will be held in conjunction with our RTS in October.
- The Director and Chair will be researching and revamping our LoD event to be relevant and attract ALL types of

guests....principals, designers, manufacturers, sales reps, students, owners.....

- Needless to say.....More to Come!

**NEXT & NOW**

- Our Next and Now event will take place in April of 2016. This will be the 5<sup>th</sup> year this program has been offered to students.
- The event will once again consist of a panel discussion, portfolio review, and mock interviews.
- After feedback from principals, interviewers, and students, the event will be scaled back to offer quality information and time.
- The focus will continue to be on the portfolio review and mock interviews. Students seemed to want constructive feedback more than anything else.
- Interviewing skills, how to dress.....will still be provided at the beginning of the program.
- Feedback from the Chair and Advisor of 2015 is to cut out printing material and offer all information on a thumb drive.

**MARKETING**

- The Dallas Chapter is pleased to have an amazing new Director of Marketing who is working with each discipline to ensure deadlines/timeframes are met for "Save the Dates", Invitations, calendars.....
- Branding is a critical component for the 2016 Dallas Chapter (especially the President). Our marketing Director and Chairs will be responsible for maintaining the consistency and continuity of the NEWH brand. YES...NEWH is a brand!
- The Marketing Director and Chairs will be increasing exposure on all social media avenues to help promote NEWH.
- Random members/new members will be featured on the Dallas page, Facebook page, Instagram (and whatever the newest app is).
- Sponsors of all events will be recognized on all social media outlets before and after each event.

**MENTORING**

- Directors will begin (officially) to mentor the Chair of their discipline.
- Board Members will have the opportunity to mentor up to 2 students from our universities who show promise as leaders in the hospitality community.
- Past Presidents will be offered the opportunity to mentor current sitting Directors and/or new designers within our community.

**LAST BUT NOT LEAST**

The NEWH Dallas Chapter will be celebrating 25 years throughout the entire 2016 calendar year. And a celebration it will be. And why not? Over the past 25 years, the Dallas chapter has gone through its ups and downs. With the guidance from INC and commitment of Board Members at the local level, the Dallas chapter has evolved into what it is right now! Our chapter has had some great leaders over the past several years who have helped pave the way for not only the present, but also the future. Our Dallas hospitality community is fortunate to be comprised of past, present, and future members of NEWH who continually participate.

In the Spirit of Networking and Making a Difference.....

**HOUSTON**

Toby Artman & Kacey Sharp, delegates

**MEMBERSHIP**

- N/A

**PROGRAMMING**

- Meeting scheduled for January 6 to map out detailed programming for 2016. Goal is to match sponsors
- Student Day was a huge success and plan to incorporate in

*chartered February 17,1992*

programming again for 2016. Other programs we are considering to incorporate: bringing in guest speakers, Q and A sessions, and panels to provide more beneficial elements to designers and NEWH members.

**SCHOLARSHIP**

- Scholarship Dinner scheduled for February 16, 2016 at Ouisies

Table. Last committee meeting occurred beginning of December. Next scheduled meeting TBC after the New Year. Program for event schedule complete. Guest speaker, photographer, band confirmed.

- Cambria event underwriter confirmed, Co-event underwriter pending. Scholarship recipients finalized letters and checks to be released shortly.
- Flyers to be released shortly. Auction Items to be further developed.

#### FUNDRAISING

- N/A

#### OTHER CHAPTER HIGHLIGHTS

- NEWH Houston had a successful toy drive event! Designers/ industry partners and members enjoyed an evening touring and networking through Houston Zoo lights.

#### ISSUES CHAPTER WOULD LIKE HELP WITH

### LAS VEGAS

Rachel Daus & Heather Lloyd, delegates  
**NO REPORT SUBMITTED.**

*chartered March 26, 1991*

### LOS ANGELES

Tammy Adams, & Jonathan Kaler, delegates  
**NO REPORT SUBMITTED.**

*founded October 1984*

### NEW ENGLAND

Beth Doehner, Steering Committee Chair  
**NO REPORT SUBMITTED**

*(originally chartered November 4, 1992)*

### NEW YORK

Morgan Brody & Lauren Ritter, delegates  
**NO REPORT SUBMITTED**

*chartered July 23, 1991*

### NORTH CAROLINA REGIONAL

Karen Appert, Steering Committee Chair

#### MEMBERSHIP

- We have 135 members as of September 2015, including 25 general members, 56 students, 7 Chapter Level Businesses.
- We still have mostly manufacturers and sales reps. as members, and need to build membership to include designers, purchasing companies, and hoteliers.
- Goal: add 5 hospitality interior designers to our membership in 2015 (we're up to 2)

#### PROGRAMMING

- Two NEWH NC members attended the first annual NC Restaurant & Lodging Association Expo Sept. 21 – 22. This was focused on the restaurant side of hospitality, so NEWH NC members did not exhibit at the show. We did not see a big benefit for our members, so unless the show adds a lodging focus, NEWH NC does not intend to do a great deal to support this event.
- October 18: upcoming Lunch & Learn / Hospitality Designer Day at High Point Market. This will include a panel discussion on sustainability in hospitality, billed as an NEWH Green Voice program.
- Late fall, we hope to do a hard hat tour of the RJ Reynolds building that is being converted to a Kimpton Hotel and residence.
- To keep our visibility up in the metro areas, we're planning to do additional hotel tours in Charlotte, Raleigh, and Greensboro.

#### SCHOLARSHIP

- We will be awarding a \$2500 scholarship at our October 18 event. This is only our second scholarship award.
- We only received 5 applications this year (last year, our first year, we received 18 applications).
- 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.

- *Search college student groups/organizations and ask participating students to post applications/flyers. Add these contacts to your school list. Hold a student day, use available Scholarship PowerPoint, and have a get together with students and educators at the college.*

#### FUNDRAISING

- Once we establish regularly attended events, we would like to create sponsorship levels for the year to help fund our events.
- We'd like to continue offering events that are more than networking (e.g. educational, lunch included CEU, etc.) and charge non-members to attend these events.

#### CHAPTER HIGHLIGHTS

- No other highlights.

#### ISSUES CHAPTER WOULD LIKE HELP WITH

- Suggestions for adding hospitality designers, purchasers and hoteliers to our membership. - *Look at your calendar of events for the year - are you planning programs that are interesting/enticing for designers/purchasers/hoteliers to attend? Are you getting them involved in your programs - making asking them to be part of a panel discussion? Programming will drive your membership.* Suggestions for getting more volunteer-help from our membership. - *Think about sending a talent/interest survey to your members - you can find a template in the Board Resources on the website. Tweak the survey as you'd like and send to the Inc. Office to email to your members. You will be provided a link with the results - some members would like to volunteer but are not sure how/where they would be needed, or have never been asked. You may be surprised with the answers you receive!*

### NORTH CENTRAL

Westin Hammerstrom & Annette Lucille, delegates

*chartered December 11, 2000*

## MEMBERSHIP

### Job Purpose

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

#### • 2014 Goals

- Maintain all current members (don't lose anyone)
- Personally bring in at least 12 new members

#### • Steps to Achieve Goals

- Attend school events to promote NEWH
- Bring a nonmember designer to an event as my guest
- Talk to other board members about how they were recruited
- Incorporate the benefits of being a member into my product presentations

#### • Long Term Goals for This Position

- Build overall recognition of our NEWH chapter
- Recruit other members to be NEWH promoters

#### • Other Report Items

- Work with past membership director to build on her efforts
- Talk with people who attended last year's membership event to see what they would recommend keeping the same or changing

#### • Current Membership Totals:

Associate: 65, Chapter Business Courtesy Member: 10, Chapter Business Member: 6, Chapter Level Business: 5, Corporate Partner Courtesy Member: 6, Corporate Partner Member: 1, Education Professional: 16, General: 44, Honorary: 2, Student: 130

**Grand Total: 285**

## PROGRAMMING

- The 2015 year was a year of growth for the programming position. The North Central chapter held a few successful events throughout the year, but none more successful than "In the Spirit" held at the end of December. The inaugural In the Spirit event brought together culinary arts, professional designers, and student scholarship award winners, all for an interdisciplinary professional affair. By popular demand, we will look to continue this event for years to come, thanking our sponsors and members alike.

## SCHOLARSHIP (copy)

- Our Speed Mentoring event was held September 17, 2015 hosted at Fluid Interiors and co-sponsored by Haworth Collection and Ditty Rehkamp. This event focused on exposing students to industry professionals on a more individual level with 10 minute segments of conversation/mentoring before rotating to another industry professional. We had great participation with over 11 industry professionals and 26 students for a total of 37 attendees.
- We launched our Scholarship deadline set for Oct 22<sup>nd</sup>, 2015 and will promote this scholarship at our monthly events, and promote through the students and teaching professionals. We hope to have more submittals. This year we will award (1) \$2500 and up to (2) \$1000 scholarships.
- We presented to students and educators at the University of Minnesota for their IDSA organization introducing Who NEWH is, what we do. We did this along with IIDA and ASID chapters. Approx 30-40 students were in attendance.

## TREASURER (copy)

- We are in the black for both our Admin and Scholarship Accounts with healthy amounts to move forward with creating Chapter Budget for 2016

- We have our 2016 Budget completed and are looking forward to our events we have planned in the coming year.
- We have had full sponsorship of all events thus far this year and are hoping to continue this trend again in 2016 with continued growth and support for our local NEWH chapter.

## SUSTAINABILITY (copy)

As the local Sustainability Director it is my goal to bring a level of "sustainable awareness" to as many designers and events as possible. It's important for our industry to be aware of our impacts both environmentally and economically. The hospitality designers and architects have always brought their own level sustainability to the table, but as more and more consumers become aware of their own footprint sustainability is not only encouraged it's becoming necessary.

By showing that NEWH is aware of this lifestyle shift we are able to promote ourselves as industry leaders. I personally try to achieve this by combining discussions and actions. Whenever possible I think it's good practice to discuss new products or ideas that go the extra step to preserve resources. It's also important to practice what you preach! In my own daily life I do my best to be a positive example, such as not using paper plates for lunch presentations. Doing this shows intent, most often causes someone to comment, and then gives me an opportunity to talk about my role as Sustainability Director for the local NEWH chapter. As a board member it's equally important to promote my cause and it is to promote my chapter.

## PUBLICATIONS

- The 2016 publications will contain the same format/sections as the 2015 newsletters, to allow for consistency/familiarity.
- I would like to expand the 'What's New' section in 2016 to have focus on more areas of hospitality outside of restaurants - new hotels, etc.
- The 2016 newsletter 'Highlight' sections will again focus on the following topics: spring: 2015 scholarship winners, summer/fall/winter: each will focus on one of the 2015 Top ID firms.
- I would like the 'News' section to incorporate more industry-related news than places opening around town - maybe personalize a bit with news about our members.

## VICE PRESIDENT/DEVELOPMENT

### Job Purpose

Develop and facilitate methods of generating revenue + oversee policy of a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc.

#### • 2016 Goals

- Create NEWH Inc. Blog with a focus on International Hospitality.
- Develop relationships between each respective Chapter + Education Establishments.

#### • Steps to Achieve Goals

- Meet with Shelia via phone to begin initial brainstorming/explore opportunity 12/22 Tuesday.
- Create an outline platform: i.e. Greeting Gestures, Cultural Nuances, Dining Experience, and Hotel Brands within the Featured Country, etc.
- Plan a schedule to rotate the responsibility amongst the 25 Chapters within NEWH, so that each features two countries per year.
- Explore Deployment/Timeline upon approval.

● **Long Term Goals for This Position**

- Establish NEWH Inc. Blog + enhance the educational aspect to participate on an International Platform.
- Develop stronger relationships with the respective schools in community with our chapters, especially International Students.

● **Other Report Items**

- Explore Sponsorship Opportunities for NEWH Central i.e. location, monetary funds, donations, etc.

**OTHER CHAPTER HIGHLIGHTS**

- The North Central regional tradeshow back in October was a big success! Attendance grew from the last tradeshow and local buzz about NEWH is continuing to improve.
- VP of Administration – “Thank You” card program was a success this year. We have our last round of thank you cards to go out for the In the Spirit holiday event. Becca plans to continue this program in the coming 2016 year and hopes to organize a list of sponsorship contacts in order to hand the

program off to another board member who may be willing in the year to come.

- VP of Administration – Becca is looking forward to her new role as President of the North Central Chapter Board for 2016 and also excited to be ever more involved at the International level through her new position as Scholarship Director.
- VP of Development – Westin is looking forward to his new role as the VP of admin and attending the next IBOD meeting in Atlanta coming up in January 2016.
- VP of Development – Working on plans in Q1 2016 to develop committees to help fill current gaps on board. Currently need to fill in positions of Treasurer and Fundraising. Will have temporary Secretary but that is another position that is currently available for the coming year.

**CHAPTER QUESTIONS**

- None at this time.

**NORTHWEST**

Cheri Bargaen & Sophia Nguyen

**PROGRAMMING DIRECTOR** - Audrey de Filippis

2015 was a wonderful year for our Northwest Chapter in regards to programming and events. We hosted a wide variety of networking and educational programs. We started the year off with our bocce ball membership drive. We followed up this event with a hotel tour in Portland at the Vintage Hotel including a panel of owners, designers, and operators discussing the impact of Air BNB on the hospitality industry. Our Seattle hotel tour was hosted in the fall at the Palladian Hotel by Kimpton, which also featured a tour of the rooms and panel of speakers including designers from both the hotel and restaurant design team in addition to the purchaser.

Our yearly Savor Uncorked event in July was a huge success, once again selling out early allowing the chapter to raise more funds than any previous year. We hosted this at the renowned Seattle Space Needle. A unique feature to the event this year was the creation of a student competition and fashion show. We partnered with a fabric vendor who organized a competition in textile design, allowing students and team of students to design a custom textile and have the pattern produced by the manufacturer. The textiles were then sewn into dresses that were modeled at the event, prior to the announcement of the winner. The student winner’s textile will be featured in the next collection and on the website.

Following Savor Uncorked in honor of the 20 year anniversary of our chapter we hosted a member’s only celebration event on a rooftop overlooking the beloved Seahawks stadium. In addition to our typical events we hosted the

Seattle NEWH trade show which included a trade show floor, educational CEU on lighting, and a bustling after party. We closed out the events of the year with the Guild Awards, our yearly scholarship awards. We awarded a larger sum of scholarship awards than our chapter ever has. Event attendance once again increased over last year with many of our events selling out. We are optimistic this trend will continue as we notice the support of our local chapter continues to increase year after year.

**FUNDRAISING DIRECTOR** - Sophia Nguyen

We’ve set record breaking proceeds this year at our annual Savor Uncorked Fundraising event! As my two year term comes

*chartered March 23, 1995*

to an end, we are looking towards the future and setting goals to continue the successes we’ve had thus far. Next year we are focusing on “pre-selling” sponsorships for the fundraiser and getting those big sponsorship dollars locked in so we can focus more on planning the details of the event as it gets closer. We feel the reason why our events are such a huge success not only because it is fun, but it also encompasses the true spirit of NEWH. For the first time we’ve engaged students, designer mentors, and vendors to collaborate and bringing the event full circle. The year has yet to start but we will be getting together with the fundraising committee soon to brainstorm event ideas for 2016.

In addition our chapter as a whole is focusing on transitioning positions better from year to year. The last quarter of the year I had the fundraising director of 2016 shadow me and was in charge of our honors awards event at the end of the year. This model seems to be working great as he is already knee deep in planning our first event of the year in January!

**MEMBERSHIP DIRECTOR** - Karen Rains

Currently the Northwest Chapter is up to 253 members and we continue to grow monthly! Our membership base also continues to get more and more involved in both attending functions as well as volunteering for event committees. This year we held three “members only” events and they all sold out quickly. We also hosted a “members-only” appreciation event to celebrate our 20th anniversary that was held on a gorgeous roof-top deck overlooking downtown Seattle - it was very well attended.

Membership and scholarship continue to work closely together to reach our student community and all board members share in the responsibility of being ambassadors to the surrounding school community. We have 54 student members and 11 professors that are regularly involved in our events.

**SCHOLARSHIP DIRECTOR** - Grace O’Brien

In closing up this year after 17 students submitted scholarship applications a team of 5 people including professional designers and board members participated in selecting nine scholarship winners. Following the announcement of the selected student scholarship winners comes the last official event for our year called “The Guild”. We invited all the scholarship winners to attend this event where we honor our

members and annual sponsors as well as the scholarship recipients. Unfortunately we found the evening of honoring the scholarship winners to be a bit small on attendance; next year plan to help fund traveling expenses for the scholarship winners to attend. Since we were not able to honor the majority of scholarship winners at 'The Guild' event we are posting a mini-bio on them to our chapter website along with a profile picture to draw attention to the scholarship and with hopes to encourage future scholarship applicants. I am excited about what next year will bring for the Education Team. There has been discussion of moving up the scholarship to earlier in the year for various reasons but mainly to not be rushed at the end of the year with the funds getting transferred and applied the student schools. I look forward to next year staying on as a volunteer to the board and watching this education team take the next step in developing a stronger relations with the professors and student groups of all the schools that are covered in our region. Being the Scholarship Director this year was the most rewarding out of all the positions I have held on this board in the past 4 years. It has been challenging to take the goals of our team and turn them into reality but this position pushed me to step out of my comfort zone and embrace the possibilities. I greatly appreciated this experience!

**GRAPHICS CHAIR** - Katy Clark

This being a new position this year, I am really looking to transition my knowledge and experiences of dealing with

event and chapter graphics from the past 2 years into a directorship that can effectively facilitate all marketing endeavors as well as mediate between committee and chair work.

I hope to be able to create efficient time lines and marketing strategies that can help to maximize event and chapter exposure, as well as better managing our chair member's time commitments. We have already begun working on our first programming event for next year- our annual membership drive. To kick this off we have further developed our graphics order form, and will be making it a point to have face to face meetings (where possible) with committee appointed 'Graphics Liaisons.' At these meetings we will go over all pertinent details that will be required for any graphics, as well as to begin the discussion of any unique elements that will be special for the specific events. We will go over timelines where the committee can tell us what their preferred dates will be to get key graphics out, so that we as a marketing team can make the dates happen more efficiently than has been happening in the past.

Aside from better managing event and chapter graphics, I will be engaging the entire Marketing team (Graphics, Web Communications & Publications) in a monthly lunch to go over key dates, new ideas and to further forge a more cohesive marketing voice for our chapter.

**PHILADELPHIA/ATLANTIC CITY**

Bruce Heins & Kristin O'Bara, delegates

*September 9, 2008*

**MEMBERSHIP**

- Currently we have 82 active members for our Chapter as of December, 2015. This number is up from a total of 74 members reported in our November report. We continue to look to different avenues to obtain new members and will work on initiating new membership drive tactics in 2016.
- Jim Lyons, Membership Chair, has been bringing up membership at various design firms, industry events and helping potential chapter NEWH members through the application process. By having Jim there for new applicants, they instantly have a face to look for at events and are more likely to attend. This tactic is working really great with a few new member applications coming in as a result of this effort being put forth.

**PROGRAMMING**

- Events for 2016 have been planned out by Sarah Waple our Programming Chair (2016) for the year with careful consideration for other events going on within the design community and the area in general. 2016's events are scheduled with repetition- such as Thirsty Thursdays will be the first Thursday of each month; third Thursday of each month will be an event/tour; and board meetings will be the last Tuesday of every month. The idea behind this repetition is to make it so it's easy for chapter members to remember when an event is in hopes to boost participation.
- 2016's event will be at local breweries, restaurants, historic locations and include tours of facilities, networking and seeing the design work of local design firms and vendors.
- Our annual scholarship fundraiser was a slightly smaller event than last year's Product Runway Fundraiser at The Chelsea in Atlantic City. This year's Annual Fundraiser was held on October 22<sup>nd</sup> at the Powell House in Philadelphia. Sarah Waple's careful budgeting and planning, strategic fundraising, additional social media exposure for event and annual sponsors were combining to make our fundraiser profitable

even before ticket sales and raffle monies were added up. Once again our silent auction was a huge hit with attendees, boosting hotel stays, themed baskets, high end lamps, cupcakes and other gift certificates. All items in the silent auction were donated by local vendors, hotels and board members. Next year we need to get back to a more structured way of announcing the winners of the silent auction, and the grand total of scholarship award monies raised. Our 2015 Scholarship Award winners were announced at the Powell House event and two recipients received their award certificates in person from Karen Pelzer, president. Christina Mecca our programming chair (2015) made sure the event was well documented with photographs.

- Our programming for the year 2015 included tours of completed member projects, student internship day and local showroom tours. We are varying locations, type of events and locations to keep attendees interested and enthusiastic. We ended 2015 with our last Thirsty Thursday event on December 3<sup>rd</sup> in Philadelphia.
- The annual scholarship awards event was combined with the October 22<sup>nd</sup> Annual Fundraiser event. This combination of two events was done to give the scholarship awards recipients the most exposure to the local industry as possible and to show annual fundraiser attendees that their donations really do make difference in local students lives. This was another record breaking event, with three scholarships being awarded to make up a combined total of \$10,000.00 in scholarship monies awarded.
- 2016 Board Members will participate in on-line board training in the first quarter of 2016 to stay up to date with our positions' responsibilities. Date for the training will be determined in the near future.

**SCHOLARSHIP**

- For 2015, we budgeted to give out \$10,000.00 in scholarship awards monies in the form of three (3) scholarships. We are

continuing the goal to build the amount of scholarship fund monies to be awarded each year over the previous year and model after our sister chapters, New York and DC when it comes to scholarship awards system.

- Congratulations to our 2015 Scholarship Awards Winners! Rebecca Krick, Temple University-\$5,000.00; Maria Perocco, Drexel University- \$3,000.00; and Daniel Jarosz, Widener University- \$2,000.00.
- We will continue to work on acknowledging our sponsors and scholarship winners throughout the year at events and in social media.
- New for 2015 was direct marketing to educators on a regular basis to get the word out that we were accepting applications for the three scholarship awards that were given out on October 22nd. This was started early in 2015 and it paid off to give us better quality scholarship award applications. The scholarship award team narrowed down the scholarships to their, "Fab Five" for the board's discussion and then ultimate approval of the three scholarship awards winners.
- Also while promoting the scholarship awards, board members were promoting free membership for students and educators in hopes to bring in new members and individuals to the local industry. This promotion did work and we did receive a few new applications for membership.

**FUNDRAISING**

- 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.
- In 2015 Sarah Waple, Fundraising Chair, has been super active

in acquiring annual and scholarship fundraiser event sponsors. Sarah has been utilizing our standards for fundraising –i.e. social media postings & emails, and then took fundraising activities a step further by reaching out directly to potential scholarship fundraising event sponsors directly. This additional step by Sarah has been key in increasing the potential grand total of monies raised from the annual scholarship fundraiser.

- Decisions on the location, catering, items to be covered by sponsors, donations to solicit were carefully looked at by Sarah and the board as whole to make the best possible decisions for the annual fundraiser event so we can maximize the monies raised this year to be able to award more money than the \$10,000.00 this year.

**NEWS**

- NEWH AC/Philly did securing three (3) high profile design firms in the Philadelphia Area to represent the chapter in 2016 TOP ID. These design firms are:
  - -BLT Architects
  - -Darroff Design
  - -DAS Architects

**ISSUES CHAPTER WOULD LIKE HELP WITH**

- We are looking into new ideas for membership drive events. We see membership applicant names being dropped in a drawing to win an item as added incentive for local industry members to join NEWH. Any additional ideas for incentives or events that have a proven track record of working to bring in new members? - *This would be a great conversation on our quarterly calls.*

**PITTSBURGH REGIONAL**

Dina Caruso, Steering Committee Chair

**NO REPORT SUBMITTED**

**ROCKY MOUNTAIN**

Ellen Armer & Chelsea Lawrence, delegates

*chartered December 2, 1991*

**MEMBERSHIP**

- Total Membership is currently 129, with 2 new members in December.

**PROGRAMMING**

- Our 2016 CEU's are still to be determined. We're planning several project highlights during our monthly Sundowners, as well as our larger Fundraising events: our Haute Seat event, Golf tournament, and two community service events.

**SCHOLARSHIP**

- We're in high gear now, and expect to have winners decided by late February, as they will be awarded at our Haute Seat event in March!

**FUNDRAISING**

- We've just completed our Holiday Bowling Extravaganza, which, although it doesn't raise huge profits, is always a big favorite, and was very successful this year.

**OTHER CHAPTER HIGHLIGHTS**

- We hosted a wonderful Speed Mentoring event in October; as usual, it was a great success, with 17 Mentors participating, and over 30 students.

**ISSUES YOUR CHAPTER WOULD LIKE HELP WITH**

- The 2017 Leadership Conference! ☺

**ORANGE COUNTY REGIONAL**

Jessica Wasmer, Steering Committee Chair

*(chartered 1988)*

**MEMBERSHIP**

- In 2015 our membership has grown exponentially with many people wanting to get involved.
- Past members receive a friendly renewal notice via email and phone, reminding them of the value of membership.
- The goal remains to increase membership.

**PROGRAMMING**

- New Programming director for 2016 Erica Puccio
- Past Events of 2015:
  - Happy Hour events at The Winery, 3-Thirty-3, A+O Kitchen,

Bungalow

- Fashion Challenge/Runway at BDwest - auction raised approximately \$15,000 for Orange County
- Scholarship Event at Shorebreak Hotel
- Upcoming Events of 2016:
- We plan on having our standard 4 happy hour events with one being down in San Diego potentially
- We are discussing the possibility of a panel event
- Scholarship event will be in November or December

**SCHOLARSHIP**

- The goal is to increase awareness of and participation in NEWH scholarship opportunities within the Orange County Regional Chapter.
- Activities include:
  - Developing a contact list for all local schools with hospitality industry related fields of study.
  - Teaming up with the membership committee chair to visit the schools and inform students and faculty about the benefits of joining NEWH and the scholarship opportunities available to students.
  - Providing school contacts with scholarship application packages in August 2014.
  - Coordinating with the programs chair to get sponsors for the chapter scholarship event, and providing program input for the awards event in November 2014.
  - Reviewing all scholarship applications with the steering

committee and select awardees from eligible applicant pool.

- Developing an improved plan for 2015 scholarship based on 2014 lessons learned by December 2014.
- Accomplishments include:
  - Updated initial contact list for all schools with current faculty contacts and created an email group to facilitate communication.
  - Reached out to school contacts to set up dates in May for school visits promoting NEWH membership and information session on scholarship applications.
  - Forwarded scholarship notices from INC for nationwide scholarships.
  - Awarded 3 Scholarships this year and have been including San Diego in our submissions.

## SAN FRANCISCO BAY AREA

Johanna Malen & Terri Metzger, delegates

*chartered June 1, 2010*

### MEMBERSHIP

Our Chapter has done a great job attracting new and retaining existing members. Grand Totals:

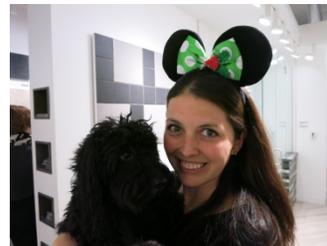
- Acting members 150
- Voting members 126
- Student members 71
- Chapter level business 11

### PROGRAMMING

- November 2015: We held our first ever Scholarship & Top ID Dinner November 12<sup>th</sup> at the Green Room at the VA War Memorial, a very historic San Francisco building. We were excited to make a big deal out of our focus and mission – scholarships. An extensive program reviewing the history of the War Memorial and its recent renovation as well as introducing and hearing the amazing acceptance speeches from each scholarship recipient made it a moving and sentimental evening. Also on our program was awarding our top ID's and hearing from them on the stage. This event helped is all recognize and celebrate why we do what we do and volunteer for such a great organization. Next year we plan to make this event our 2<sup>nd</sup> annual Fundraiser Gala Style. We are working hard to increase our student member involvement and continue to focus our efforts on scholarships.



- December 2015: We held our community service/holiday event in December and gathered loads of robes, slippers, toiletries, and sundries for the Asian Women's Shelter. We had a great turnout!



### SCHOLARSHIP

- We have a plan in place to extend our scholarship dollars further this year and should have them awarded by October 2016. We will Have or Scholarship Awards Gala on December.

### FUNDRAISING

- October 2015: We held our sixth annual Wine by Design Fundraiser October 3<sup>rd</sup> in California Wine Country. The event sold out in record time (under 24 hours when public tix went on sale) and raised our largest amount to date. We had 165 attend and toured Francis Ford Coppola and Roth Vineyards. Another fun and educational event and an enjoyable day.



### OTHER CHAPTER HIGHLIGHTS

- Adding a 2<sup>nd</sup> Fundraiser for 2016.

### ISSUES THAT CHAPTER WOULD LIKE HELP WITH

- Keeping our momentum going!!!

## SOUTH FLORIDA

Candace Tejidor, delegate

*chartered October 2, 2003*

### NO REPORT SUBMITTED

## SUNSHINE

Pam Niemann & Angela Reed, delegates

*chartered September 1, 1996*

### MEMEBERSHIP

We held our Annual Membership Drive in February at World of

Beer in Downtown Orlando, with over 50 people in attendance. We increased our existing membership with 16 new members

that night. We currently have 249 members: Associate 31, chapter business 28, chapter level 10, corporate courtesy partner 19, corporate partner 2, educational professional 7, general 111, honorary 7, and student 34.

### **SCHOLARSHIP**

In May we hosted our annual Scholarship luncheon at Dubbs Dread Taproom. Over 30 people were in attendance. We awarded 4 students with \$18,500 in Scholarship money.

CONGRATULATIONS to Monique Riles (\$7,000) Cheyenne Chapman (\$4,500) Caitlin Fetzer (\$4500) and Morgan Murray (\$3,500). Our scholarship event for 2016 will be in conjunction with our 20<sup>th</sup> anniversary Gala. We are also planning a student event with an owner's round table and presentation of our top ID candidates late spring.

### **TRADESHOW**

March we hosted the NEWH Regional Tradeshow. It was a huge success. Our members and exhibitors were very pleased with the turn out. We had 267 attendees and 148 Exhibitors. Our panel discussion consisted of four panelists; Brian Quinn of Red Lion Hotels, David McDaniels of Intergra Land Development, Rich Maladecki of the Central Florida Hotel Lodging Association, Shane Feemster of Shekina. Paul Bienkowski was our Moderator. We had over 45 in attendance. The main topic of discussion was the future development in the Orlando area, technology, sports arenas, tourism, and the effect they all have on the Hospitality Industry.

## **TORONTO**

Kimberly Bond, delegate

### **PROGRAMMING**

#### **November – Scholarship Presentation at PI Fine Art**

NEWH Toronto awarded 6 scholarships in 2015. In November, we hosted an event solely sponsored by PI Fine Art in their showroom where we presented these scholarships. Two of the students, Brooke Anderson and Sarah Gray, were in attendance and personally accepted their awards. Two other students, Karleigh Muir and Natalie Ho, were out of the country on exchange programs, but they both put together videos to say thank you. We played these for the members who attended the event, and it was great to show our membership how they are furthering their education.

We also awarded 2 new awards, the *NEWH Toronto Legacy Award* and the *NEWH Toronto 'Above and Beyond' Award*. The Legacy Award was to honour Ester Cohen, the president and founder of PI Fine Art, who was a member in the New York Chapter before Toronto even had a chapter. She has always been a great supporter of the chapter and the organization in general. Ester was extremely grateful, and sent us the following message which we have used as a testimonial:

*[The presentation of Legacy Award] was superb, amazing and gorgeous. Actually words cannot describe how I felt and the feeling is still lingering. It makes me smile whenever I think about it. It is the first award I have ever received. Hospitality has always been good to me and I have certainly enjoyed this fabulous organization.*

*Esther Cohen Bartfield, President*

Michael Agema received the 'Above and Beyond' Award for being an educator who has completely aligned himself with NEWH and done an incredible job getting the students engaged. He was extremely gracious and surprised at the presentation.

As a chapter, we feel that it is so important to recognize those who act as ambassadors within the chapter to current

### **SUSTAINABILITY**

The Annual Corporate 5k in Downtown Orlando was a great way to come together and be sustainable. Urban Art, ISG and Carroll Adams Group hosted a tent party and we had over 30 participants this year.

### **COMMUNITY SERVICE**

On December 2 we had our annual Toys for Tots event at the Urban Art Company. We had over 40 people in attendance with over one hundred toys collected! We also recognized and thanked this year's board for their amazing work and support for our chapter, and introduced our new board to our membership.

### **FUNDRAISING**

Our Casino Night Fundraiser was a HUGE success we earned over \$14,000.00. The food and entertainment was spectacular. Thank you to ALL our sponsors for such a success event. We will be celebrating our 20<sup>th</sup> anniversary as a chapter in 2016 and are planning wonderful Gala to held on October 22<sup>nd</sup> at the Villas of Grand Cypress. This will be a fundraiser, and also our scholarship event for the year. We are planning on reaching out to our past scholarship recipients, founding members, and past presidents for recognition for all of their participation and support. We hope to have many of them in attendance! Our theme is a "Roaring 20<sup>th</sup> Anniversary Gala." More to come as 2016 arrives!

*chartered November 18, 2004*

and potential members. These cheerleaders stimulate other members to attend events, engage in activities, and increase positive word-of-mouth opinions about our chapter.

#### **December - IIDEX**

Our chapter receives a contra booth from IIDEX each year. This year, we had a larger booth than usual and received a lot of support from our members with donated products and volunteer hours. Increasing our effort in the booth design and space resulted in a lot more traffic than usual. We set the booth up like a lounge, and this increased the amount of time people spent in the booth chatting about the organization. We had a lot of great feedback from the tradeshow and our booth, and we agreed that it was worth the additional time and cost to the chapter.

### **SCHOLARSHIP**

After the New York IBOD meeting, our chapter examined some of the issues we have been having with scholarship engagement. We have decided to make some changes to how we award and promote our scholarships this year:

- Deciding the quantity and amount of each scholarship prior to sending them out, and promoting those specific details to the schools
- Giving the scholarships 'titles' and even specific focuses, i.e. NEWH Toronto Academic Excellence (focusing on high GPA), NEWH Toronto Engagement Award (given to a student who is active in school life, community, and chapter events)
- Early bird incentives (an additional \$500 award to those who submit their application by an earlier date)
- Speeding up the deadline of all scholarships to the last day in March. This will give us a smaller window to promote our scholarships, but it will also eliminate the 'competition' we face with finals and other scholarship deadlines. We also hope to catch these students at their renewed energy and interest in academics which happens around January

(feeling of a 'fresh start') and during their planning for the next year (beginning in the end of February)

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

We traditionally have difficulty getting board members to file reports for their position. We understand that sometimes, it's not possible to make every single board meeting, so we request a formal report prior to the meeting in the event that a position is not present. We have not been successful with this in the past. Is there a positive way to motivate board members to adhere to this without threatening a consequence? *Chapters successful*

*with this as well as getting board members to be actively involved in their board position have the President of the chapter sit with each board position and talk about the importance of their position and the need to fulfill their position and run the local board like a business. In addition the VP's should be actively involved with the positions they oversee so they can bring forth what is going on within that position if that individual cannot attend the meeting.*

## **UNITED KINGDOM**

Jonathan Young, delegate

*chartered June 12, 2002*

#### **MEMBERSHIP**

UK chapter membership is holding steady at around 70. Moving into 2016 Sheila Murphy will take over responsibility from me and whilst she will focus on renewals, she will be supported by Diana Arkelian, who will focus on new potential members. Diana has been a great asset to the board, she is doing a great job and so there has been some new Chapter Business Memberships with Benjamin West and Chris Garrod Global joining. Additionally Wimberly Interiors, the Walker Greenbank Group, Crosswater and JD Interiors solutions expressing an interest.

as something that is achievable for 2016. So this might be reviewed for 2017.

#### **FUNDRAISING**

Our main Fundraising Event is the Annual Scholarship Award. It was a successful event held at the Firmdale Hotel, the Ham Yard, and raised enough money for us to consider two awards for next year, one focused on design, and the other the hospitality sector. Venues and planning for 2016 are underway. Our breakfast events at Decorex and Sleep are also proving to be great vehicles for raising funds for the scholarships.

#### **PROGRAMMING**

The hotel tours continue to be popular, the tour and 'operator' involvement of the Edition Hotel earlier last year was a great success. So was the tour of the new Beaumont Hotel which had Jeremy King, one of the owners of this boutique hotel, introducing the hotel to the group. We will also be continuing with our London Social events and be looking to make this more frequent in 2016. We are also considering adding CPD type of events but more research needs to be done as other design groups are already offering this service. We really need to focus on what we have been good at, and that has been Hotel tours with operator involvement.

#### **OTHER CHAPTER HIGHLIGHTS**

In July I felt that the board was going to crumble with board members threatening to resign. With Julian's resignation a new energy emerged with three new Board Members joining. Diana Arkelian from Benjamin West (handling Fundraising, and helping Sheila with membership), Daffyd Watkins from Fameed Khaliq (handling Marketing, and supporting Nat with the PR and Social Media), and Kathryn Quinn from Ulster Carpets (handling Hospitality). We also felt that our relationship with NEWH Inc. was strengthened especially by their participation at our fundraiser. Having a new monthly renewal fee was a great addition to the fee structure.

#### **SCHOLARSHIP**

We have again aligned ourselves with Ravensbourne College and presented a scholarship award at our Annual Fundraising event at the Ham Yard Hotel to Tom Willis based on his interior design projects. This was judged by designers from McVitty Design, Leon Black Design, and Board Members Caroline Banks, Shirley Jenkins, and Nat Coalson. We will be looking at an additional scholarship award next year. We did discuss with the board researching potential schools focused on hospitality, but this hasn't been seen

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

Membership and Sponsorship specifically, and trying to leverage US design firms who have a presence in the UK and suppliers looking to breakthrough into Europe. It would be great to have a monthly **joining** fee; we could blast this news all over the industry! We want to be perceived as having value and being a resource to our community.

## **VANCOUVER REGIONAL**

Derek Sousa, steering committee chair

#### **MEMBERSHIP**

- As of October 2, 2015 Vancouver Regional Group presently has 123 total members; 16 Associate Members, 14 Chapter Business Courtesy Members, 2 Chapter Business Member, 7 Chapter Level Business Members, 2 Corporate Partner Courtesy Member, 3 Educational Professional, 24 General and 55 Students.

#### **PROGRAMMING**

- We are currently in the midst of planning our first event for 2016 in which it will be a student roundtable event. The roundtable will consist of 5 industry members in varying stages of their career being a senior designer, design business owner, intermediate design and recent graduate. Attendees will consist of students within the hospitality field where they can listen in on the roundtable discussion to learn invaluable information but as well as joining in on the breakout sessions

to ask specific questions pertaining to the field or their work. The location has been graciously sponsored by Heritage Hospitality at their office providing food and refreshments too. This will take place on January 27<sup>th</sup>. NEWH members will be the only others allowed to attend as this is geared towards students.

- We had a rocky start with programming as we postponed our first two events eventually cancelling the first event completely. As such we held two paid programming events and one sundowner. Our first event of 2015 was held at Skwachays Lodge that received tremendous support in its first nations inspired design from local suppliers and designers so it was the perfect location for a NEWH function. Our sundowner held in August was very well attended with the location being a newly renovated factory turned into brewery at Steeltoad. Most recently NEWH Vancouver held one of its most successful events that garnered thirteen sponsors with

130 guests attending a winter wonderland decorated by our board members on Hotel Georgia's Reflections Rooftop lounge. The event had it all with a DJ, art tours and hotel suite tours along with a VIP section at Vancouver's hottest new lounge called Prohibition in the basement of Hotel Georgia.

- Currently we are planning our 3-4 events following our student roundtable for 2016 with various venues discussed but not confirmed. We are hoping to keep the trend of having outside the box ideas that both inspire and educate.

#### SCHOLARSHIP

- Sharon Devya Dias was officially awarded the full \$2000 scholarship at our Hotel Georgia: Reflections event on Nov. 19<sup>th</sup>.

#### CHAPTER HIGHLIGHTS

- Our membership has increased.

### WASHINGTON DC METROPOLITAN

Kate Kenwell & Melinda Peck, delegates

chartered November 6, 1992

#### MEMBERSHIP

- 316 members currently. Membership levels are: 56 Associate, 4 Chapter Business Courtesy, 4 Chapter Business, 9 Chapter Level Business, 11 Corporate Partner Courtesy, 1 Corporate Partner, 13 Educational Professional, 83 General, 3 Honorary, and 132 Students. The chapter saw increases in membership, especially in student membership after the Scholarship Awards Event. Given the large student base, we're looking to hold a student-focused membership drive event in February 2016. Additionally, reaching out to senior level leaders in the hospitality firms in our geographic area, and trying to get them included in the committee work and development of programming for the chapter, as well as providing mentoring. We look forward to being able to launch the mentorship program, as strong interest has been expressed by the membership to have a mentor.
- The "**Winesday Wednesdays**" happy hour events went well this year by bringing in new professionals who'd never heard of NEWH. We're looking to continue these in 2016, as they are becoming more popular. We kept the flyer design consistent (to create a brand for this signature event), and are rotating venues to expose the membership to new restaurants in our geographic area. Plan to have them in all markets in 2016, Baltimore, Suburban Maryland, DC, Northern VA, and Richmond, VA areas.
- The **monthly networking luncheons** continued in Baltimore and Bethesda MD on the 1<sup>st</sup> and 2<sup>nd</sup> Wednesdays. We plan to add these monthly luncheons in Washington, DC and Richmond, VA in 2016 to promote membership in those areas.

#### PROGRAMMING

- Our signature **Holiday Event** which included a hotel tour of the newly renovated Marriott Bethesda/Pooks Hill, MD, was held December 3, 2015, and brought in over 90 attendees. Showcased was the new Marriott Modern décor. The design team who worked on that project conducted the tours, which included viewing a guestroom with the old décor, the current new guestroom, and the dream guestroom. All enjoyed dancing and networking in the newly renovated ballroom and public space, to include the new "M Lounge". 3 Joyce Johnson Awards were awarded by the president to Lynda Welte, Deaderia Morris and Carol Ranno, all of whom were truly surprised and overly deserving. The TopID firms were also publicly recognized and presented their certificates as well. A great occasion to celebrate the year's achievements, to reward the

- We have successfully found two new volunteers that will help with the new succession plan that is almost officially in place.

#### ISSUES THAT CHAPTER WOULD LIKE HELP

- Finding volunteers that have design skills so they can have invites and sponsorship signage designed for programming events *Reach out to students! Start with past scholarship recipients or enlist the assistance of a student representative that may be able to find someone for this position. In addition, as new members join and the membership director emails them to welcome them ask them if they are interested in assisting with this or any other committee needs- but be specific and break the jobs up so it doesn't seem overwhelming.*

membership, and to draw excitement for 2016.

#### SCHOLARSHIP

- The **Scholarship Awards Event/SAE** was held October 27<sup>th</sup>, 2015 at a new venue, The AMP@Strathmore in Bethesda, MD. Record attendance as achieved for this annual event, due in large part to a phenomenal guest motivational speaker, Kia Weatherspoon of Determined By Design (also a former ASID board member). NEWH members individually sponsored students to attend this event, and the students got to meet their sponsor and meet professionals in the industry. 9 deserving students were publicly recognized and awarded a total of \$37,000 in scholarships. The event was a huge success, with favorable feedback on the venue, the food, the speaker, and student attendance. We plan to ride this momentum and create another great SAE in 2016.

#### FUNDRAISING

- Our chapter held its annual Golf Tournament Fundraiser event on September 21, at the Lakewood Country Club in Rockville, MD with epic success. A huge thank you to all of the sponsorships including Marriott International as the title sponsor to support our Scholarship Fundraising efforts. Final numbers are still being processed but the fundraising event appears to have brought in around \$49,000.00. Congratulations to Monika Sibert and her fundraising committee in creating an outstanding event that will help us succeed our goals in issuing additional scholarships to the students in the DC Metro area come 2016.

#### OTHER CHAPTER HIGHLIGHTS

- COMMUNITY SERVICE:
  - The **holiday party for the children and residents of St. Ann's Center for Children, Youth and Families** was held Dec. 12<sup>th</sup>, 2015. All gift wish lists for the children were sponsored, and the kids were overjoyed to celebrate with Santa, Christmas music, arts and crafts.
  - The annual **American Heart Association Heart Walk** was held on the National Mall in Washington, DC on Nov. 7<sup>th</sup>, 2015. Barbara Azzinaro led the efforts for "Team NEWH," and exceeded the fundraising goal, bringing in over \$8,000!

#### ISSUES THAT CHAPTER WOULD LIKE HELP WITH

- Have other chapters have had the experience of having a lot of monies in the operating account? And if so, what were some creative ways those funds were utilized (in addition to transferring additional monies to award more scholarships)? Are there any risks of having this amount of monies sitting the

account given our non-profit status? Is there the option to utilize some of the operating funds to provide true membership value by offering “free” events to the membership?

*First off, let’s establish there are no threat to “excessive” funds in either administrative or scholarship accounts – either from a non-profit status (IRS) or bank failure (FDIC). Non-profits can “make money” on “related” activities and do not have to pay taxes or give their money away each year.*

*Regarding “free” events for members, the excessive*

*money in your account was raised via programming, fundraising activities and membership dues. The people who “contributed” probably didn’t give the chapter money to give members “free” benefits. When you contribute to a charity, you expect your money to be used for the stated mission of the charity or the running of the charity. There are Chapters who do provide “free” events for their members by getting sponsorship to cover the event cost, and charge non-members, which also helps defray the event costs.*

**ADDENDA**

**MOTION TO APPROVE MINUTES**

Date: Jan 22, 2016

Motion Number: 1

I, \_\_\_\_\_, 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 2016 BUDGET**

Date: Jan 22, 2016

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:

**NEWH CODE OF ETHICS**

Members of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. shall conduct themselves honorably so as to maintain the integrity of the organization. To that end, each member shall adhere to the following code of ethics:

1. Each member shall hold membership in the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. as a privilege and a responsibility and shall abide by the By-Laws.
2. Each member is obligated through personal and professional conduct to uphold and maintain beyond reproach the dignity of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.
3. Each member shall recognize and respect the professional standards of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. members and shall encourage the highest level of cooperation of the members.
4. No member shall use the position as Officer, Director or member of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, Inc. to gain purely personal advantages in advertising, merchandising, or promotion. Members are encouraged to use the initials NEWH after their names on business stationary and business announcements.
5. The name NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may be used officially only by the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. and its authorized chapters. An individual may, with the written approval of the NEWH, Inc. Board of Directors of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC., use the name of the organization in connection with the sponsorship or co-sponsorship of an industry activity.
6. A member may not use the membership directory as a mailing list for commercial purposes nor permits its use by a nonmember for any purpose. NEWH mailing lists shall be available to other organizations within the Hospitality or related industries, only as approved by the NEWH, Inc. Board of Directors and are not to be used for commercial purposes. List members may request in writing that their names be deleted from any mailing list provided to another organization.
7. Members who misrepresent their professional qualifications at any time will be subject to disciplinary action by the Chapter Board of Directors.
8. Any conduct which is detrimental to the best interests of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may result in disciplinary action by the NEWH, Inc. Board of Directors.

**Leadership**

A member who is elected or appointed to one of these positions acquires a second set of rights and responsibilities, in addition to those which are theirs as a general member.

**Rights**

It is the right of NEWH, Inc. Leaders to:

- Receive adequate and competent direction and support from other leaders of the organization;
- Have the support and cooperation of the membership of the organization;
- Depend on the membership to accord them the courtesies of meeting protocol and group etiquette; and
- Expect support of the industry when organization sponsored events serve industry interests.

### **Responsibilities**

As an NEWH, Inc. Leader it is their responsibility to:

- Know the duties of the position to which they were elected or appointed;
- Review the tenets and objectives of the organization;
- Review the NEWH, Inc. By-Laws and Board Handbook for policies of the organization and the position to which they were elected or appointed;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of NEWH, INC.;
- Use disciplined judgment in making fiscal decisions;
- Refrain from engaging in personal activities which would injure or take advantage of NEWH, INC.;
- Not use their position of trust and confidence to further their private interests;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few; and
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly.

### **They Will Not**

- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, INC.;
- Compete with NEWH, INC. to its detriment;
- Usurp an opportunity of NEWH, INC.;
- Realize personal gain from use of material, non-public information; and
- Will avoid even the appearance of a conflict of interest.

### **NEWH Board Code of Ethics**

As a member of the Board of Directors of NEWH, Inc. or any of its chapters, I will:

- Represent the interest of all the people served by this nonprofit and not favor special interest inside or outside the organization
- Not use the nonprofit or my service on the board for my own personal advantage or for the advantage of my friends, relatives or supporters
- Keep confidential information confidential
- Respect and support majority decisions by the board
- Approach all board issues with an open mind, prepared to make the best decisions for everyone involved
- Prior to election or appointment, disclose any personal, professional or legal matters that might reasonably cause embarrassment if subsequently associated with my NEWH leadership position, including without limitation any conviction of a felony or crime of moral turpitude, termination of employment for cause, and involuntary dismissal from a position of leadership in another nonprofit organization.
- Do nothing to violate the trust of those who elected or appointed me to the board or those served
- Focus my efforts on the mission of this nonprofit and not on my personal goals
- Never exercise authority as a board member except when acting in a meeting with the full board or as I am delegated by the board
- Consider myself a "trustee" of this nonprofit corporation and do my best to ensure that it is well maintained, financially secure, growing and always opening in the best interest of those we serve
- I have read, understand and agree to abide by this Code of Ethics

## **SUCCESSION PLANNING: NEWH, Inc. Board of Directors Eligibility Policy**

NEWH, Inc. and its chapters are governed by the NEWH, Inc. Executive Committee, Board of Directors, and House of Delegates. The governing body is made up of representatives of all NEWH, Inc. chapters worldwide. Each member of the NEWH, Inc. Governing body shall:

- Know the duties of the position to which they were elected or appointed;
- Review the code of belief and objectives of the organization;
- Review the By-laws and the Procedure Manual for policies of the organization and the position to which they were elected;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of the NEWH, Inc.;
- Refrain from engaging in personal activities which would injure or take advantage of the NEWH, Inc.;
- Not use their position of trust and confidence to further their private interests;
- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, Inc.;
- Compete with the NEWH, Inc. to its detriment;
- Usurp an opportunity of the NEWH, Inc.;
- Realize personal gain from use of material, non-public information;
- Will avoid even the appearance of a conflict of interest;
- Study and practice good leadership skills and techniques;

- Serve all members, not just a selected few;
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

### **House of Delegates**

The chapter representatives will sit in the House of Delegates, a non-voting section of the NEWH, Inc. Board of Directors. In addition to the above, the Delegate shall:

- Identify needs of chapters and flush out before bringing to the NEWH, Inc. Board of Directors;
- Participate in special focus groups; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors

*The delegate is elected for a two (2) year term and may hold the position of delegate for five (5) concurrent terms before leaving the NEWH, Inc. Board of Directors. Each chapter elects one or more delegates based on the number of members in good standing at the time of election. A member of the House of Delegates may run for a position on the NEWH, Inc. Board of Directors after serving two (2) years in the House of Delegates.*

### **Board of Directors**

The Board of Directors conducts the business of NEWH, Inc. at board meetings held three times per year. Each Director has responsibility for a specific area of the business of NEWH, Inc. and shall form a committee to help conduct that business. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Establish a committee to help conduct NEWH, Inc. business and to create a larger knowledge base within the organization;
- Facilitate a minimum of two (2) conference calls per year with chapter board members; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

*The NEWH, Inc. Board of Directors is elected bi-annually from the seated board members and the members of the House of Delegates. To be eligible to hold a position on the Board of Directors, the person must have sat in the House of Delegates for two terms and not have been off the governing body for more than four (4) consecutive years. A member can only serve three (3) consecutive terms on the Board of Directors.*

### **Executive Committee**

The Executive Committee of NEWH, Inc. conducts the business of NEWH, Inc. between the regularly scheduled board meetings. Officers of NEWH, Inc. are responsible for the Directors listed under them on the NEWH, Inc. Organizational Chart. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Participate in semi-monthly Executive Committee meetings held via teleconference calls; and
- Provide leadership to those Directors in their immediate reporting relationship.

*NEWH, Inc. Officers are elected bi-annually from the current Executive Committee and seated Board of Directors. To be eligible to hold a position on the Executive Committee, the person must have sat on the Board of Directors for one term (2 years) prior to running. A member holding an elected position Executive Committee can only serve three (3) consecutive terms.*

## **TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS**

Exceptional boards add significant value to their organizations, making a discernible difference in their advance on mission. Good governance requires the board to balance its role as an oversight body with its role as a force supporting the organization. The difference between *responsible* and *exceptional* boards lies in thoughtfulness and intentionality, action and engagement, knowledge and communication. The following twelve principles offer **chief executives** a description of an empowered board that is a strategic asset to be leveraged. They provide **board members** with a vision of what is possible and a way to add lasting value to the organization they lead.

### **CONSTRUCTIVE PARTNERSHIP**

Exceptional boards govern in constructive partnership with the chief executive, recognizing that the effectiveness of the board and chief executive are interdependent. They build this partnership through trust, candor, respect, and honest communication.

### **MISSION DRIVEN**

Exceptional boards shape and uphold the mission, articulate a compelling vision, and ensure the congruence between decisions and core values. They treat questions of mission, vision, and core values not as exercises to be done once, but as statements of crucial importance to be drilled down and folded into deliberations.

### **STRATEGIC THINKING**

Exceptional boards allocate time to what matters most and continuously engage in strategic thinking to hone the organization's direction. They not only align agendas and goals with strategic priorities, but also use them for assessing the chief executive, driving meeting agendas, and shaping board recruitment.

### **CULTURE OF INQUIRY**

Exceptional boards institutionalize a culture of inquiry, mutual respect, and constructive debate that leads to sound and shared decision making. They seek more information, question assumptions, and challenge conclusions so that they may advocate for solutions based on analysis.

### **INDEPENDENT-MINDEDNESS**

Exceptional boards are independent-minded. They apply rigorous conflict-of-interest procedures, and their board members put the interests of the organization above all else when making decisions. They do not allow their votes to be unduly influenced by loyalty to the chief executive or by seniority, position, or reputation of fellow board members, staff, or donors.

### **ETHOS OF TRANSPARENCY**

Exceptional boards promote an ethos of transparency by ensuring that donors, stakeholders, and interested members of the public have access to appropriate and accurate information regarding finances, operations, and results. They also extend transparency internally, ensuring that every board member has equal access to relevant materials when making decisions.

### **COMPLIANCE WITH INTEGRITY**

Exceptional boards promote strong ethical values and disciplined compliance by establishing appropriate mechanisms for active oversight. They use these mechanisms, such as independent audits, to ensure accountability and sufficient controls; to deepen their understanding of the organization; and to reduce the risk of waste, fraud, and abuse.

### **SUSTAINING RESOURCES**

Exceptional boards link bold visions and ambitious plans to financial support, expertise, and networks of influence. Linking budgeting to strategic planning, they approve activities that can be realistically financed with existing or attainable resources, while ensuring that the organization has the infrastructure and internal capacity it needs.

### **RESULTS-ORIENTED**

Exceptional boards are results-oriented. They measure the organization's progress towards mission and evaluate the performance of major programs and services. They gauge efficiency, effectiveness, and impact, while simultaneously assessing the quality of service delivery, integrating benchmarks against peers, and calculating return on investment.

### **INTENTIONAL BOARD PRACTICES**

Exceptional boards purposefully structure themselves to fulfill essential governance duties and to support organizational priorities. Making governance intentional, not incidental, exceptional boards invest in structures and practices that can be thoughtfully adapted to changing circumstances.

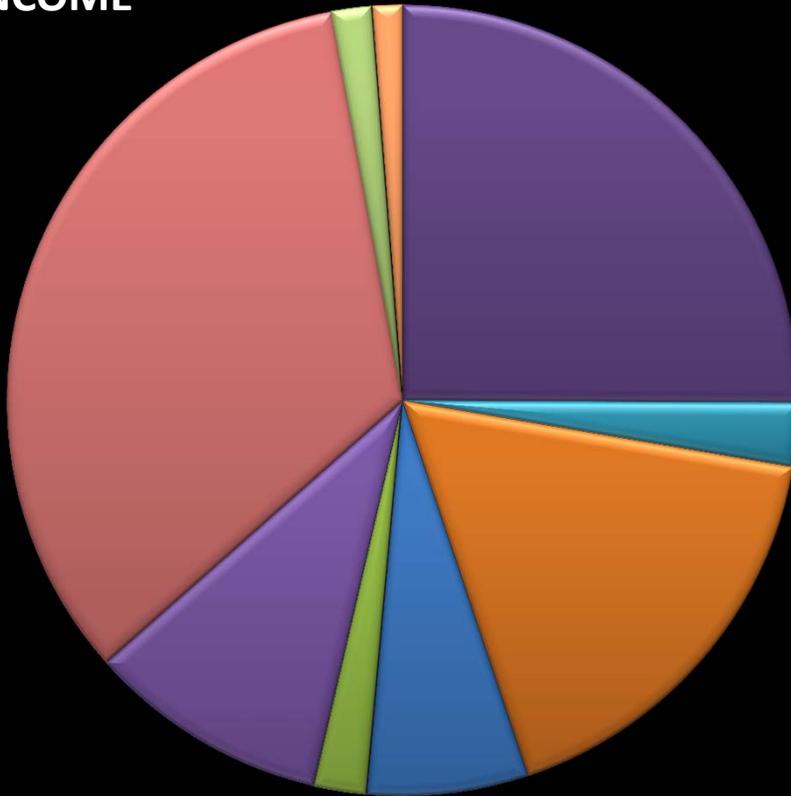
### **CONTINUOUS LEARNING**

Exceptional boards embrace the qualities of a continuous learning organization, evaluating their own performance and assessing the value they add to the organization. They embed learning opportunities into routine governance work and in activities outside of the boardroom.

### **REVITALIZATION**

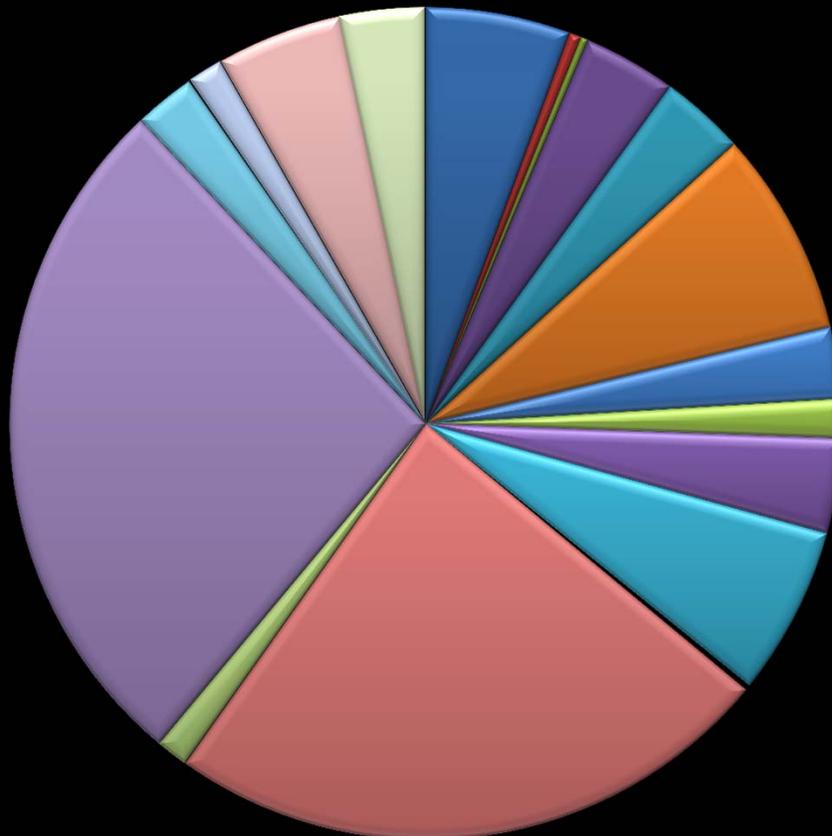
Exceptional boards energize themselves through planned turnover, thoughtful recruitment, and inclusiveness. They see the correlation between mission, strategy, and board composition, and they understand the importance of fresh perspectives and the risks of closed groups. They revitalize themselves through diversity of experience and through continuous recruitment.

# INCOME



- Administration
- Board Training
- Conference Events
- Corporate Partner
- Education
- Fundraising
- Leadership Conference
- Leadership Council
- Marketing
- Membership
- Mentorship
- Misc
- Phone/Email
- Regional Tradeshows
- Sustainability
- Tradeshows
- Travel
- Website

# EXPENSES



- Administration
- Board Training
- Conference Events
- Corporate Partner
- Education
- Fundraising
- Leadership Conference
- Leadership Council
- Legal/Accounting/Insurance
- Marketing
- Membership
- Mentorship
- Misc
- Payroll/Benefits/Taxes
- Phone/Email
- Regional Tradeshows
- Reserve Account
- Sustainability
- Tradeshows
- Travel
- Website

## NEWH Guidelines for Scholarship

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

1. Standard Criteria
  - 1.1. Must be a currently enrolled student attending an accredited college
  - 1.2. Must have completed half the requirements for a degree or certification in the program you are currently enrolled
  - 1.3. Must show financial need and have eligible outstanding debt for tuition, books or supplies at time of scholarship award
  - 1.4. Must have a 3.0 GPA
  - 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**

These scholarships are administered by NEWH Chapter and are presented at a determined chapter event. The memorial must be in the name of a NEWH member. Scholarship Director distributes [In Memory Scholarship Agreement](#) to sponsor, once complete a copy must be sent to NEWH, Inc. office. Scholarship Director sends [Donor Thank-you Letter](#)

- Must be in the name of a member who has contributed to NEWH.
- May be funded separately, initially, after the death of the member and then funded by chapter fundraising efforts, after the original funding dwindles.
- 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.

### **CHAPTER/VENDOR**

NEWH Chapter level Vendor Scholarships are graciously funded by the hospitality manufacturing community. These scholarships are administered by NEWH Chapter and are presented at a determined chapter event. Scholarship Director sends vendor the [Vendor Scholarship Agreement](#), once complete a copy must be sent to NEWH, Inc. office. Scholarship Director sends [Vendor Thank-you Letter](#)

- Funding to be done by a vendor
- Minimum \$3000 donation with \$500 administration fee
- Scholarship name to be chosen by Vendor
- Vendor or company representative can present the scholarship
- NEWH Chapter Scholarship Committee reviews applicants and selects the final recipient based on NEWH scholarship criteria
- Donor can specify what are of hospitality is accepted for students to apply for the vendor scholarship (interior design, architecture, etc.)
- NEWH Chapter determines the venue for the award presentation of the scholarship

### **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 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:

### **NEWH, INC. VENDOR SCHOLARSHIPS**

Graciously funded by the hospitality manufacturing community. These scholarships are administered by NEWH, Inc. and are presented at major national/international trade events.

- Funding to be done by a vendor
- Minimum \$5000 donation (\$4000 student scholarship award, \$1000 student travel/administrative costs)
- Scholarship name to be chosen by Vendor
- Vendor or company representative can present the scholarship
- NEWH, Inc. Scholarship Committee reviews applicants and selects the final recipient based on NEWH scholarship criteria
- Donor can specify what are of hospitality is accepted for students to apply for the vendor scholarship (interior design, architecture, etc.)
- NEWH, Inc. and donor determine the venue for the award 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

### **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.

### **ICON OF INDUSTRY-NEWH INC SCHOLARSHIP**

1. Must be a currently enrolled student attending an accredited college
2. Must have completed half the requirements for an undergraduate degree or be enrolled in a graduate program
3. Must show financial need and have eligible outstanding debt for tuition, books or supplies at time of scholarship award
4. Must have a 3.0 GPA
5. Must have participated in an industry internship program or similar position (*one of the differentiating requirements from the standard chapter scholarship criteria*)
6. Must be pursuing a career objective in the Hospitality Industry with an emphasis towards the chosen career (career emphasis criteria changes annually)

SCHOLARSHIP AWARD:

\$7500 Winner award in the fall at major tradeshow in New York

Chapters are encouraged to submit students they have vetted for chapter level scholarships for this award. The student would need to submit an ICON 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

(If student does not have eligible debt at time of award scholarship funds are awarded to student college Interior Design Department)

Awards based on industry 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.

### **SCHOLARSHIP FREQUENTLY ASKED QUESTIONS:**

1. Are students attending technical centers/vocational technical centers (not a college or university) eligible for scholarship?  
No
2. I will graduate before I receive my scholarship funds, can I still apply for a scholarship?

If you graduate before the scholarship can be awarded you do not qualify. NEWH issues scholarships through your school. The award is to help defray the cost of tuition, books, fees, and other related educational needs incurred by you. Should you leave school for any reason (including graduation); any and all surplus funds in your account are to be returned to NEWH, Inc. Under certain circumstances your situation may still qualify (example: if you would be graduating 3-4 months prior to the scholarship being awarded and you would have current debt at the school you are attending the check could then be issued to the school to pay towards that debt).

3. Are students who attend 2 year or 4 year interior design programs that are not CIDA accredited eligible to apply for the NEWH scholarship

NEWH gives scholarships to two-year and certificate programs that are related to the hospitality industry, college or university is not part of the criteria. "An eligible school is defined as one that will hold the scholarship moneys in trust for the student to draw down upon on an "as needed" basis." The school must be an accredited institution. CIDA is not the only accrediting agent. If the school or program is accredited by any approved CHEA or USDE agency, then it is accredited.

Requirements for these scholarships are:

- Must have completed half the requirements for a degree or certification program in which enrolled
- Must demonstrate financial need
- Must have a minimum 3.0 G.P.A.
- Must be pursuing a career objective in the Hospitality Industry (i.e., Hotel/ Restaurant Management, Culinary, Food Service, Architecture, Design etc...)

ACCREDITED two year and certificate or vocational programs that provide a certificate of completion can be considered by the chapter for funding. The key is accreditation. Non-accredited jobs/vocational programs cannot be funded.

4. Can a student apply for more than 1 chapter scholarship (example a student goes to college in Florida and applies for South Florida and Sunshine Chapter Scholarships)?

Students are encouraged to apply to the chapter that services their school. If two chapters overlap in serving the same school, then the student can certainly apply for scholarships at both. The student should let the chapter know if they have previously received a NEWH scholarship.

5. Does NEWH have an age cut off requirement for applicants?

No

6. Does the applicant have to be a US citizen?

No

7. Does the student have to prove that they are in need of financial help?

Yes, the student must state on the scholarship application their financial need; financial need is a requirement to apply for a scholarship.

8. Can International Students apply for a scholarship?

Yes

9. What if my GPA is an accumulative 3.0 GPA is that accepted?

Yes, your GPA must be a minimum of accumulative 3.0 or higher

10. Do I have to be a member to apply for a scholarship?

No, you do not need to be a member. Membership is encouraged and student members receive 1-year of free membership. We encourage you to be involved in your local chapter. Attend events, serve on a committee, recruit other students...the opportunities are endless. Now is the time to start to cultivate your professional relationships through NEWH membership. Also, full-time Educators can join for free!

11. Can I apply to more than one chapter scholarship?

Yes

12. I'm attending a two-year program am I eligible to apply for a NEWH scholarship?

Yes, NEWH gives scholarships to two-year and certificate programs that are related to the hospitality industry (must be an accredited college).

13. I may not be able to submit my transcripts by the due date on the application, what should I do?

Please contact the Chapter Scholarship Director to discuss extending the deadline (if possible)

14. If I live in New York and attend school in Washington DC can I apply for both chapter scholarships?

The student should apply for the scholarship through the chapter that their school is located in, student members can participate in any NEWH Chapter events.



**NEWH**  
The Hospitality Industry Network

**EXPANDING  
ACCESS &  
OPPORTUNITY**

# OPPORTUNITY

## The hospitality and tourism sectors

have emerged as key value drivers and differentiators in a competitive economy, including emerging economies where growth has shifted away from goods and products toward service and life style experiences.

As the demand for higher quality service, experience-based lodging and dining has increased, developers and brands are relying more on professional expertise to meet the demographic demands. There are higher expectations and educational requirements on the employment pool for these areas within the hospitality market.

### Hospitality Industry's Global Impact

**266** million jobs

**9.5%** gross domestic product

**3.9%** growth in 2015

Economic Impact Analysis, World Travel & Tourism Council

# ACCESS

NEWH offers scholarships with a balanced criteria for need, high grade-point average and exceptional personal traits that showcase desire and drive for success.

As the students proceed toward their career path, they along with other aspiring professionals have the opportunity for growth and education through involvement with NEWH local chapter boards and activities. NEWH offers leadership training, education and mentorship to the hospitality industry.

NEWH provides access to award-winning design firms and leading hospitality brands for many of these scholarship recipients to become viable team members through introductions at NEWH events.

## NEWH has awarded over \$4,000,000 in scholarship funds

to major educational institutions in the United States, Canada and United Kingdom all through the efforts of thousands of volunteers and generous donations.



hospitality management



culinary arts



design and construction

# Scholarships change lives

**\$35,000** average annual cost to go to college in the US

**27%** increase in school tuition since 2010

**8%** increase in school supplies since 2010



## OUR SCHOLARSHIP RECIPIENTS TOUCH YOUR LIVES.

NEWH scholarship recipients likely touch many elements of your travels, through their design of a property, management of a hotel or restaurant, operations of the resort property or hotel where you stay, and in the dining experiences you share along the way.

The opportunity to pursue a career in the hospitality industry comes with an expectation — an expectation of superb service. Being of service is the key tenet that distinguishes hospitality from other industries. The knowledge that comes from the formal education of operations, design and culinary arts supports that yearning to serve and be a part of those lifestyle and professional experiences. NEWH provides educational opportunities for many candidates who otherwise would not get to fulfill their dreams, or yours.

As the industry grows, NEWH services the market through its mission of providing scholarships for deserving students pursuing careers in hospitality while educating the professionals currently within the work force to increase knowledge, awareness and expertise.

## WHY SUPPORT NEWH?

- Invest in the future of the hospitality industry
- Assist in the development of new talent through education and scholarship programs
- Provide students with the opportunity to continue their education
- Make a positive impact

# NEWH SPANS THE GLOBE

**NEWH has 25 chapters and regional groups,  
and more than 5,000 members worldwide**

Arizona | Atlanta | Chicago | Cincinnati Region | Dallas | Houston  
| Las Vegas Los Angeles | New England Region | New York |  
North Carolina Region | North Central | Northwest | Orange  
County Region | Philadelphia/Atlantic City | Pittsburgh Region  
| Rocky Mountain | San Francisco Bay Area | South Carolina  
Region | South Florida | Sunshine | Toronto | United Kingdom |  
Vancouver Region | Washington DC Metropolitan



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NEWH.ORG

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# NEWH

*presents*

## Art Mélange

AN INTERNATIONAL ART AND DESIGN EVENT

at the International Polo Club Palm Beach on March 20, 2016



**A full day charity event  
benefitting the NEWH  
scholarship & education  
programs**

SUMPTUOUS BRUNCH BY AARON'S  
CATERING OF THE PALM BEACHES

POLO MATCH with the world's greatest  
international high goal polo players

SILENT AUCTION and LIVE AUCTION  
featuring iconic art pieces created by  
celebrities, architects, musicians and  
designers

POLO AFTER PARTY

NEWH is *the* hospitality industry network, providing scholarships, education, leadership development, professional recognition of excellence and business development opportunities. Since 1981, NEWH scholarship candidates pursuing hospitality careers in design, culinary arts and hotel management have been the beneficiaries of more than \$3.8 million for scholarships made possible through volunteer fund-raising initiatives at the local, national and international level.

**Mark your calendar now and join us for this gallery-inspired day of polo,  
epicurean delight, champagne, art, design and music.**

For sponsorship information and artist contributions to the event, please contact either  
Cindy Guthrie at 561-248-7240, [Cindy@GuthrieAssociates.com](mailto:Cindy@GuthrieAssociates.com)

Fernando Diaz at 818-989-2256, [Fernando@FernandoDiazInteriors.com](mailto:Fernando@FernandoDiazInteriors.com).

EXECUTIVE COMMITTEE

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**Trisha Poole**  
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**Brittany Johnson**  
*Cunningham Group Architecture*  
 Vice President/Finance  
**Fernando Diaz**  
*Fernando Diaz & Associates*  
 Vice President/Scholarship  
**Andrea Thomas**  
*Thomas Design Source*  
 Vice President/Education  
**Christine Wasmer**  
*Wasmer Contract Group*  
 Vice President/Development  
**Cynthia Guthrie**  
*Guthrie and Associates, Inc.*  
 VP/Int'l Relations Canada  
**Christine Tucker**  
*Tucker & Associates*  
 VP/Int'l Relations UK  
**Rebekah Ellis**  
*AD Associates*  
 Past President/Parliamentarian  
**Julia Marks**  
*Picture Source*  
 Executive Advisor  
**Helen Reed**  
*HL Reed Design and h2h, Inc.*  
 BOARD OF DIRECTORS  
 Scholarship  
**Becca Kundysek**  
*Studio Hive, Inc.*  
 Continuing Education  
**Mary Ann Thornam**  
*The Art Institute of Colorado*  
 Membership  
**Cindy Andrews**  
*Sunbrite Outdoor Furniture, Inc.*  
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**Lorraine Frances**  
*Gensler*  
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*Hospitality Media Group, LLC*  
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*Fabric Innovations*  
**Jordan McInturf**  
*Shelby Williams, a CFGroup Brand*  
**Elizabeth Moore**  
*Masland Hospitality*  
**Stacy Rauen**  
*Hospitality Design*  
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*Milliken Carpet/Hospitality*  
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**Toby Artman**  
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**Kelly Bowen**  
**Morgan Brody**  
**Jen Conley**  
**Rachel Daus**  
**Barron Davis**  
**Leslie Gieger Wynne**  
**Westin Hammerstrom**  
**Bruce Heins**  
**Jodie Johnson**  
**Jonathan Kaler**  
**Kate Kenwell**  
**Chelsea Lawrence**  
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**Tony Lopez**  
**Annette Lucille**  
**Johanna Malen**  
**Teri Metzger**  
**Sophia Nguyen**  
**Pam Niemann**  
**Kristen O'Bara**  
**Melinda Peck**  
**Catherine Popp**  
**Angela Reed**  
**Lauren Ritter**  
**Fulvia Scarzanella**  
**Kacey Sharp**  
**Kimberly Sontowski**  
**Candace Tejidor**  
**Shannon Vance**  
**Jonathan Young**  
 EXECUTIVE DIRECTOR  
**Shelia Lohmiller**  
*NEWH, Inc.*



NEWH  
 Post Office Box 322  
 Shawano, WI 54166-0322  
 800.593.NEWH fax 800.693.NEWH info@newh.org

Dear Designer/Artists,

We are delighted to announce Art Mélange, an International Art and Design event, which will bring together an extraordinary selection of world-renowned artists, designers, musicians, and celebrities to benefit NEWH. The event will be held at the Pavilion of International Polo Club Palm Beach on March 20, 2016 and we hope that you will join us as a participating sponsor.

Art Mélange will be a full day charity event which we hope will lead into the inaugural NEWH/South Florida Chapter Regional Trade Show on March 22, 2016, date is tentative. This event will commence with a sumptuous and elegant brunch, a polo match with the world's greatest international high goal polo players, an opportunity to participate in a silent, then a live auction from which iconic art pieces including watercolors, acrylics, photography, mixed media and sculptures created by celebrities, architects, musicians and designers, will be auctioned off, all benefitting the NEWH scholarship & education programs. To finish out the day's event will be our NEWH Polo After Party with entertainment to excite!

We are looking to **you** to commit to creating, or help us to obtain, a fabulous piece of original art for the silent auction or the live auction. This could be a watercolor, a sculpture of any medium, photography, an acrylic piece or maybe some other art form that you specialize in.

As you know, NEWH is *the* hospitality industry network, providing scholarships, education, leadership development, professional recognition of excellence and business development opportunities. Since 1981, NEWH scholarship candidates pursuing hospitality careers in design, culinary arts and hotel management have been the beneficiaries of more than \$3.8 million for scholarships made possible through volunteer fund-raising initiatives at the local, national and international level. Additionally, the not-for-profit organization - publishes a quarterly magazine, stages regional trade shows in eight markets in the U.S. and a myriad of other events to support our membership and industry.

Join us for this gallery-inspired day of polo, epicurean delight, champagne, art, design, and music. Direct art submission questions directly to Julia Marks via email [jmarks@picture-source.com](mailto:jmarks@picture-source.com) and copy to Fernando Diaz [Fernando@FernandoDiazInteriors.com](mailto:Fernando@FernandoDiazInteriors.com) and Cindy Guthrie [Cindy@guthrieassociates.com](mailto:Cindy@guthrieassociates.com)

Sincerely,

*Fernando Diaz*

Fernando Diaz  
 VP/Finance, NEWH, Inc.  
 Fernando Diaz & Associates, Principal

*Cynthia Guthrie*

Cindy Guthrie  
 VP/Development, NEWH, Inc.  
 Guthrie and Associates, Inc., President

Arizona - Atlanta - Chicago - Dallas - Houston - Las Vegas - Los Angeles Founding Chapter - New York - North Central - Northwest - Philadelphia/Atlantic City - Rocky Mountain - San Francisco Bay Area - South Florida - Sunshine - Toronto - United Kingdom - Washington DC Metropolitan *Regional Groups:* Cincinnati - New England - North Carolina - Orange County - Pittsburgh - Vancouver

Thanking NEWH's 2016 Corporate Partners  
 Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S.HARRIS | RH CONTRACT | SIGNATURE | ULSTER  
 Patron: AMERICAN LEATHER | CRYPTON FABRICS | DELTA FAUCET COMPANY | HOSPITALITY DESIGN GROUP | HOSPITALITY MEDIA GROUP LLC | HOTEL INTERACTIVE | INSTALLATION SERVICE GROUP | MILLIKEN/HOSPITALITY | MOEN INCORPORATED | P/KAUFMANN CONTRACT  
 Supporting: AMERICAN ATELIER, INC. | ARTERIORS CONTRACT | ASHLEY LIGHTING, INC. | BERNHARDT HOSPITALITY | ELECTRIC MIRROR | ENDURATEX | FABRIC INNOVATIONS, INC. | KARNDEAN DESIGN/FLOORING | KIMBALL HOSPITALITY | LEXMARK + NORTHWEST HOSPITALITY CARPETS | LILY JACK | MANDY LI COLLECTION | MASLAND HOSPITALITY | OW HOSPITALITY | RICHLOOM CONTRACT | SEM FIM | SERTA INTERNATIONAL | SÉURA INCORPORATED | SHAFER COMMERCIAL SEATING | SHAW HOSPITALITY GROUP | SHELBY WILLIAMS | SUMMER CLASSICS CONTRACT | TROPITONE FURNITURE COMPANY | VAUGHAN BENZ | W A L T E R S

## Art Submission Agreement & Release

Sponsoring Company: \_\_\_\_\_  
*Please submit with proper capitalization and spacing, EXACTLY as it should appear on all published event materials.*

Artist: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: \_\_\_\_\_ Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

<b>Submission Signed Agreement</b> <b>due by February 10, 2016</b>	<b>IMPORTANT DATES</b> <b>Artist Bio, Art Title &amp; Art Photo</b> <b>due by February 20, 2016</b>	<b>Art</b> <b>due by February 28, 2016</b>
---	---	---

### Please check art media

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Oil         | <input type="checkbox"/> Acrylic     |
| <input type="checkbox"/> Watercolor  | <input type="checkbox"/> Mixed Media |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Drawings    |
| <input type="checkbox"/> Sculpture   |                                      |

Submit Artist Submission Agreement, Artist Bio, & Art Images via email to Julia Marks at [JMarks@picture-source.com](mailto:JMarks@picture-source.com) with copy to [cindy@guthrieassociates.com](mailto:cindy@guthrieassociates.com) & [fernando@fernandodiazinteriors.com](mailto:fernando@fernandodiazinteriors.com). Artist bio, Art Title and Art Photo will be on display and/or in event program.

I, the undersigned, as the Artist listed above, authorize NEWH Inc to use the Artist & company name, Artist Bio, art photos on documents, signage, and advertisements, related to the Art Mélange 2016 event. I also understand that by signing this form, I agree my art submission is donated to NEWH Inc, and I, the undersigned authorize NEWH Inc. to use event photos for further NEWH promotions.

I understand that failure to submit the items listed for my art submission by the above referenced dates will result in my name being excluded from event materials.

\_\_\_\_\_  
Artist Name (printed)

\_\_\_\_\_  
Artist (Signature/Date)

**SUBMISSION OF MATERIALS:** *All materials will be submitted (prospective – future action) in accordance with specifications of NEWH Inc. or its representative. Materials provided after may not be used.*

**GOVERNING LAW:** *This agreement will be governed by and construed in accordance with the laws of the Wisconsin.*

**ENTIRE AGREEMENT:** *This Agreement and any and all exhibits (prospective – future action) and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings, both written and oral, regarding such subject matter. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.*

## Art Submission Instructions

Submit Artist Bio & Art Images via email to Julia Marks at [JMarks@picture-source.com](mailto:JMarks@picture-source.com) with copy to [cindy@guthrieassociates.com](mailto:cindy@guthrieassociates.com) & [fernando@fernandodiazinteriors.com](mailto:fernando@fernandodiazinteriors.com).

- Provide 50 word Artist Bio, Art Name and 50-word descriptive for your art's inspiration. Submit in Word format and title file with your name and art title - [lastnamefirstname\\_arttitle\\_ArtMelangeAgreement\\_2016](#) per the outline below.
  - Art Title:
  - Art Dimensions:
  - Art Media:
  - Artist (50 words or less):
  - Art Inspiration (50 words or less):
  - Are you an artist, interior designer or both:
  - Are you a member of NEWH:
- Provide Art Image per the instructions below. Submit in JPG format file name - [lastnamefirstname\\_arttitle\\_ArtMelangeArt\\_2016](#)
  - Art image must be in [JPEG](#) format. NOTE: Images must be Mac and PC compatible
  - Images should be sized 600 pixels high res. This will ensure the entire work will be viewable on almost all sizes of monitor and or printed materials.
- Art to be shipped to.....THIS INFORMATION WILL BE PROVIDED AT A LATER DATE. Packages/cartons to be marked with the following in BOLD print on 6 x 6 white labels.
  - Artist Name
  - Art Title
  - ART MELANGE clearly noted on exterior of carton
  - Please attach a tag to or label with your name on the back of your art so it can be match up with the other printed materials that will be on display with your art.

Arizona - Atlanta - Philadelphia|Atlantic City - Chicago - Dallas - Houston - Las Vegas - Los Angeles Founding Chapter - New York - North Central - Northwest - Rocky Mountain - San Francisco Bay Area - South Florida- Sunshine - Toronto - United Kingdom - Washington DC Metropolitan *Regional Groups:* New England - North Carolina - Orange County - Vancouver

Thanking NEWH's 2016 Corporate Partners

Benefactor: DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | RH CONTRACT | SIGNATURE | ULSTER

Patron: AMERICAN LEATHER | CRYPTON FABRICS | DELTA FAUCET COMPANY | HOSPITALITY DESIGN GROUP | HOSPITALITY MEDIA GROUP LLC |

HOTEL INTERACTIVE | INSTALLATION SERVICE GROUP | MILLIKEN CARPET/HOSPITALITY | MOEN INCORPORATED | P/KAUFMANN CONTRACT

Supporting: AMERICAN ATELIER, INC. | ARTERIORS CONTRACT | ASHLEY LIGHTING, INC. | BERNHARDT HOSPITALITY | ELECTRIC MIRROR | ENDURATEX |

FABRIC INNOVATIONS, INC. | KARNDEAN DESIGN/FLOORING | KIMBALL HOSPITALITY | LEXMARK + NORTHWEST CARPET MILLS | LILY JACK | MANDY LI

COLLECTION | MASLAND HOSPITALITY | OW HOSPITALITY | RICHLoom CONTRACT | SEM FIM | SERTA INTERNATIONAL | SÉURA INCORPORATED |

SHAFFER COMMERCIAL SEATING | SHAW HOSPITALITY GROUP | SHELBY WILLIAMS | SUMMER CLASSICS CONTRACT | TROPITONE FURNITURE COMPANY |

VAUGHAN BENZ | W A L T E R S



# SAVE THE DATE

## FEBRUARY 9 – 11, 2017

**NEWH**  
**LEADERSHIP**  
*conference*  
people & products  
LEADING HOSPITALITY

**FEBRUARY 9 – 11**  
**DENVER, COLORADO**  
**DENVER MARRIOTT**  
**CITY CENTER**  
1701 California Street  
Denver, CO 80202  
303.297.1300

**Mark your calendar now** for the biennial NEWH Leadership Conference in Denver, CO Thursday, Friday and Saturday, February 9 – 11, 2017 at the Marriott City Center.

The 2017 Leadership Conference begins Thursday, with a product showcase featuring the newest product innovations and services being introduced on the show floor. Friday and Saturday will focus on strategies to move your business into the future. Leading professionals and industry icons will deliver impactful sessions and participate in interactive events that will expand your knowledge and network!

“

*You don't climb mountains without a team, you don't climb mountains without being fit, you don't climb mountains without being prepared and you don't climb mountains without balancing the risks and rewards. And you never climb a mountain on accident — it has to be intentional.*

”

— MARK UDALL, former US Senator  
from Colorado



**FOR MORE INFORMATION VISIT OUR WEBSITE AT [WWW.NEWH.ORG](http://WWW.NEWH.ORG)**

or contact Jena Seibel, NEWH, Inc.

email: [leadership.conference@newh.org](mailto:leadership.conference@newh.org) Questions, call: 800.593.6394



FEBRUARY 9 - 11, 2017  
DENVER MARRIOTT  
CITY CENTER  
DENVER, CO

NEWH is bringing the hospitality industry together again. The 2017 NEWH Leadership Conference is an international event including hospitality professionals from the US, UK and Canada. This interactive conference kicks off Thursday with a product showcase including the newest product innovations and services introduced on the show floor. Friday and Saturday will focus on strategies to move your business into the future. Leading professionals and industry icons will deliver impactful sessions and participate in interactive events that will expand your knowledge and network!

Your sponsorship makes this event possible.

## Conference Sponsorship Levels and Benefits (Friday & Saturday)

	<b>PRESIDENT'S DINNER \$40,000</b> 1 major sponsor @ 10K and 6 sub-sponsors @ 5K	<b>OWNERS ROUNDTABLE \$15,000</b> 1 AVAILABLE + Mfg. Partner \$7500	<b>KICK-OFF KEYNOTE \$15,000</b> 1 AVAILABLE + Mfg. Partner \$4000	<b>SATURDAY KEYNOTE \$10,000</b> 1 AVAILABLE + Mfg. Partner \$4000	<b>VIP RECEPTION \$15,000</b> 3 AVAILABLE	<b>FRIDAY SCHOLARS LUNCHEON \$10,000</b> 2 AVAILABLE	<b>MFG PARTNER</b>	<b>SESSION SPONSOR \$4,000</b> 8 AVAILABLE	<b>SATURDAY LUNCHEON SPONSORSHIP \$2,500</b> 3 AVAILABLE	<b>BREAKFAST SPONSORSHIP \$2,000</b> 5 AVAILABLE	<b>COFFEE BREAK SPONSOR \$5,000</b> 1 AVAILABLE	<b>STREAMING SPONSOR \$3,000</b> 1 AVAILABLE	<b>INTERVIEW SPONSOR \$3,000</b> 1 AVAILABLE	<b>CLOSING EVENT \$5,000</b> 5 AVAILABLE
CONFERENCE PASSES (\$395 VALUE)	2/1	5/2	5/1	4/1	5	4		2	1	1	2	1	1	2
SPONSOR BANNER	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
SESSION SIGNAGE	YES	YES	YES	YES	YES	YES	YES	YES						YES
LOGO ON STREAMING VIDEO												YES		
LOGO ON INTERVIEW VIDEO													YES	
STEP & REPEAT					YES									YES
RECOGNITION VIDEO/SLIDESHOW	YES (3/1)	YES (3)	YES (3)	YES (2)	YES (3)		YES (1)	YES (1)			YES (1)			
ONE MINUTE VIDEO						YES								
INTRODUCE KEYNOTE SPEAKER			YES	YES										
INTRODUCE KEYNOTE SPONSOR							YES							
RESERVED SEATING AT SPONSORED EVENT			YES	YES		YES		YES						
TABLE TENTS		YES	YES	YES		YES	YES	YES	YES	YES	YES			
FULL PAGE AD IN PROGRAM	YES (MAIN SPONSOR)	YES	YES	YES	YES	YES								
HALF PAGE AD IN PROGRAM	YES (SUB SPONSORS)	YES (MFG. PARTNER)									YES			YES
QUARTER PAGE AD IN PROGRAM							YES	YES	YES	YES		YES	YES	
EXCLUSIVE NETWORKING AT VIP FOR FIRST HOUR					YES									
INTRODUCE SESSION SPEAKER								YES						
WEBSITE VERBIAGE	75 WORDS	75 WORDS	75 WORDS	50 WORDS	50 WORDS	50 WORDS	20 WORDS	30 WORDS	20 WORDS	20 WORDS	30 WORDS	20 WORDS	30 WORDS	30 WORDS



FEBRUARY 9 - 11, 2017  
DENVER MARRIOTT CITY CENTER  
DENVER, CO

## Product Showcase Sponsorship Levels and Benefits (Thursday)

**Ask us about  
the special Concierge  
Sponsorships**

**FOR MORE INFORMATION VISIT  
OUR WEBSITE AT [WWW.NEWH.ORG](http://WWW.NEWH.ORG)**  
or contact Jena Seibel, NEWH, Inc.  
email: [leadership.conference@newh.org](mailto:leadership.conference@newh.org)  
Questions, call: 800.593.6394

	PIKES PEAK \$2,500	ASPEN \$1,500	VAIL \$750	BRECKENRIDGE \$450
CONFERENCE PASSES (\$395 VALUE)	1	1	0	0
LC SPONSOR BANNER	YES	YES	YES	YES
PRODUCT SHOWCASE SIGNAGE	YES	YES	YES	YES
LISTING ON SPONSOR PAGE ON NEWH WEBSITE	YES	YES	YES	YES
PRIORITY PLACEMENT IN PRODUCT SHOWCASE	YES	YES		
LISTED ON ALL MAILED AND EMAILED LC COLLATERAL	YES	YES	YES	
PRODUCT IMAGE ON PRODUCT SHOWCASE COLLATERAL	YES			
QUARTER PAGE AD IN LEADERSHIP PROGRAM	YES			
QUARTER PAGE AD IN PRODUCT SHOWCASE SECTION OF PROGRAM		YES		
COMPANY NAME LISTED ON THANK YOU PAGE IN LC PROGRAM	YES	YES	YES	YES
WEBSITE VERBIAGE	20 WORDS	10 WORDS	0	0

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_ Title/Position: \_\_\_\_\_  
 Address: \_\_\_\_\_ City, State Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_  
 NEWH Member?  Yes  No Chapter/Region: \_\_\_\_\_

- |  |          |  |          |
|--|----------|--|----------|
| <input type="checkbox"/> PRESIDENT'S DINNER            | \$40,000 | <input type="checkbox"/> SATURDAY LUNCHEON | \$ 2,500 |
| <input type="checkbox"/> OWNERS' ROUNDTABLE            | \$15,000 | <input type="checkbox"/> BREAKFAST         | \$ 2,000 |
| <input type="checkbox"/> KICK-OFF KEYNOTE              | \$15,000 | <input type="checkbox"/> COFFEE BREAK      | \$ 5,000 |
| <input type="checkbox"/> SATURDAY KEYNOTE              | \$10,000 | <input type="checkbox"/> STREAMING SPONSOR | \$ 3,000 |
| <input type="checkbox"/> VIP RECEPTION                 | \$15,000 | <input type="checkbox"/> INTERVIEW SPONSOR | \$ 3,000 |
| <input type="checkbox"/> FRIDAY SCHOLARS LUNCHEON      | \$10,000 | <input type="checkbox"/> CLOSING EVENT     | \$ 5,000 |
| <input type="checkbox"/> MFG PARTNER Owners Roundtable | \$ 7,500 |  |          |
| <input type="checkbox"/> MFG PARTNER Kick off Keynote  | \$ 4,000 | <input type="checkbox"/> PIKES PEAK        | \$ 2,500 |
| <input type="checkbox"/> MFG PARTNER Saturday Keynote  | \$ 4,000 | <input type="checkbox"/> ASPEN             | \$ 1,500 |
| <input type="checkbox"/> SESSION SPONSOR               | \$ 4,000 | <input type="checkbox"/> VAIL              | \$ 750   |
| <input type="checkbox"/> SATURDAY LUNCHEON             | \$ 2,500 | <input type="checkbox"/> BRECKENRIDGE      | \$ 450   |

I, the undersigned, authorize NEWH, Inc. to use the above company name, logo, and photos on documents, signage, and advertisements related to the "Climb On" NEWH 2017 Leadership Conference event and other NEWH promotion. I also understand that by signing this form, I agree to ensure the payment for the event listed above will be made.

Payment for sponsorship: 50% due with signed Agreement and final 50% due January 1, 2017. I understand that failure to submit payment as outlined will result in the company's name being excluded from event material.

SPONSOR REPRESENTATIVE NAME (PRINTED)

SPONSOR REPRESENTATIVE (SIGNATURE/DATE)

**Submission of Materials:** Please submit logo in EPS/vector format to [leadership.conference@newh.org](mailto:leadership.conference@newh.org) upon signing this agreement for use in event marketing materials.

**Entire Agreement:** This Agreement and any exhibits (prospective-future action) and attachments are the complete agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings, both written and oral, regarding such subject matter. Pricing will be governed by NEWH, Inc., whether printed on paper or electronically. The Terms and Conditions of this Agreement will prevail over any contrary or inconsistent terms. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

## NEWH/INDUSTRY CALENDAR

2016	
16-19 Jan	Domotex
22-Jan	NEWH, Inc. Board of Directors Mtg. 8:30 am - 1:00 pm
22-Jan	NEWH Regional Tradeshow-Atlanta
19-22 Jan	Surfaces
22-26 Jan	Maison & Object Paris
24-28 Jan	Las Vegas Market
25-27 Jan	ALIS
27-28 Jan	BLLA Executive Women's Conference
31-Jan - 2 Feb	BITAC® Food & Beverage
5-Feb	NEWH Regional Tradeshow-Houston
9-Feb	HD CitySCENE Atlanta
9-11 Feb	Surface Design Show London
16-18 Feb	Boutique Design Winter Forum
24-26 Feb	HD Summit
6-8 Mar	BITAC® Luxury
8-11 Mar	Maison & Object Asia
6-9 Mar	kkb Birmingham
15-Mar	HD CitySCENE Los Angeles
16-18 Mar	Hunter Hotel Investment Conference
17-19 Mar	HI Connect
20-Mar	Art Mélange
22-Mar	NEWH Regional Tradeshow - Miami
31 Mar- 1 Apr	BDwest
16-21 Apr	Highpoint Market
20-22 Apr	Milliken Experience
26-Apr	HD CityScene Chicago
1-5 May	ARDA Convention and Expo
2-May	NEWH Founders Circle
3-May	NEWH, Inc. Board of Directors Meeting
4-6 May	HD Expo
10-13 May	Maison & Object Americas
15-17 May	BITAC® Tech & Operations
16-17 May	Canadian Hotel Investment Conference
21-24 May	NRA Show
23-25 May	Boutique Design Hospitality Match
24-26 May	Clerkenwell Design Week
5-7 Jun	NYU Conference
8-Jun	Boutique Hotel Investment Conference
8-Jun	HD Awards
13-16 Jun	HOTEC DESIGN
13-15 Jun	NeoCon
14-Jun	HD CitySCENE Washington DC
15-16 Jun	HD NextGen

20-23 Jun	HITEC
26-29 Jun	Senior Lifestyle Design Match produced by HMG
27-29 Jul	Boutique Design Summer Forum
17-19 Jul	BITAC® Purchasing & Design
31 Jul - 4 Aug	Las Vegas Market
Sep	Boutique Design Fall Forum
3-10 Sep	Paris Design Week
8-Sep	NEWH Regional Tradeshow-Washington DC
13-Sep	HD CitySCENE Miami
12-14 Sep	Boutique Lifestyle Leadership Symposium
20-Sep	HD CitySCENE Toronto
26-29 Sep	The Lodging Conference
27-29 Sep	Global Gaming Expo (G2E)
Oct	NEWH Regional Tradeshow-Dallas
4-Oct	HD CitySCENE New York
15-20 Oct	Highpoint Market
18-Oct	HD CitySCENE San Francisco
12-Nov	NEWH, Inc. Board of Directors Meeting
12-13 Nov	NEWH EC Strategic Wrap-up
13-15 Nov	HX: The Hotel Experience
13-14 Nov	BDNY
14-Nov	Gold Key Awards
15-Nov	Platinum Circle Awards
2-3 Nov	NeoCon East
Dec	IIDEX
6-Dec	HD CitySCENE Dallas
<b>2017</b>	
Jan	ALIS
Jan	NEWH Regional Tradeshow-Hawaii
Jan	Surfaces
Jan	BLLA Executive Women's Conference
22-26 Jan	Las Vegas Market
Feb	NEWH, Inc. Board of Directors Meeting
Feb	NEWH Leadership Conference/Product Showcase Denver
Feb	Boutique Design Winter Forum
Mar	NEWH Regional Tradeshow-Orlando
Mar	HD Summit
Apr	BDwest
Apr	NEWH Regional Tradeshow-Chicago
22-27 Apr	Highpoint Market
May	NEWH, Inc. Board of Directors Meeting
May	HD Expo
Jun	Boutique Design Hospitality Match
Jun	Boutique Hotel Investment Conference
Jun	HD NextGen

Jun	NRA Show
Jun	NYU Investment Conference
12-14 Jun	NeoCon
26-29 Jun	HITEC
Jul	NEWH Regional Tradeshow-San Francisco
Jul	Boutique Design Summer Forum
30 Jul - 3 Aug	Las Vegas Market
Aug	
Sep	Boutique Design Fall Forum
Sep	
Sep	NEWH Regional Tradeshow-Seattle
Sep	Boutique Lifestyle Leadership Symposium
Oct	NEWH Regional Tradeshow-Minneapolis
14-19 Oct	Highpoint Market
Nov	NEWH, Inc. Board of Directors Meeting
Nov	NEWH EC Strategic Wrap-up
12-14 Nov	HX: The Hotel Experience
12-13 Nov	BDNY
13-Nov	Gold Key Awards
14-Nov	Platinum Circle Awards
Dec	IIDEX
<b>2018</b>	

11-12 Nov BDNY

**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: May 11, 2015

Motion Number:

I, \_\_\_\_\_  
\_\_\_\_\_  
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Motion seconded by: \_\_\_\_\_

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

Notes on discussion: