



## GOVERNING BOARD PACKET

9 NOVEMBER 2019

Meeting Room  
**1E02/03**

**Jacob Javitz Convention Center**

429 11<sup>th</sup> Avenue  
New York, NY 10001

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

9 November 2019

Room: 1E02/03, Jacob Javitz Convention Center

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

### Board of Directors Meeting

Saturday, 9 November 2019 - 1:00 pm – 5:00 pm

|                            |   |  |  |  |   |  |
|----------------------------|---|--|--|--|---|--|
| <b>Executive Committee</b> | Cynthia Guthrie<br>Christine Tucker   | Natalie Sheedy<br>Fernando Diaz  | Brittany Johnson<br>Christine Wasmer   | Leigh Mitchell<br>Jonathan Young   | Trisha Poole<br>Julia Marks   |  |
| <b>Board of Directors</b>  | Jennifer Wellman<br>Stacey Olson<br>Mary Ann Thornam<br>Sandy Banks                             | Kelly Gaddes<br>Monica Meade<br>Debbie McKelvey<br>Helen Reed  | <b>CP Ambassadors</b><br>Matt DeShantz<br>Gretchen Gilbertson<br>Jordan McInturf<br>Michael Smith  | <b>Media Ambassadors</b><br>Michelle Finn<br>Stacy Rauen   | <b>BrandED Ambassadors</b><br>Barry Sullivan<br>Teri Urovsky            | <b>Chairs</b><br>Leslie Anderson<br>Stacy Costa<br>Dallas Bentley            |
| <b>House of Delegates</b>  | Kelly Almus<br>Rachel Baird<br>Dallas Bentley<br>Morgan Brodey<br>Katy Clark<br>Carolina Coelho | Jen Conley<br>Caroline Cundall<br>Melissa Davis<br>Jennifer Delmas<br>Rebekah Ellis<br>Jennifer Farris | Alison Gasser<br>Natasha Gomez<br>Edgar Gutierrez<br>Taylor Hoesley<br>Melissa Knock<br>Tory Knoph | Jayme Krstich<br>Chelsea Lawrence<br>Jessica Linden<br>Kary Maybury<br>Monica Meade<br>Terri Metzger | Janine Peluffo<br>Angela Reed<br>Miller<br>Heather Scott<br>Kacey Sharp | Shannon Vance<br>Jennifer Wellman<br>Tara Witt<br>Leslie Wynne<br>Sophia Yen |

|         |   |  |  |  |   |
|---------|---|--|--|--|---|
| 1:00 pm | Call to Order   |  |  |  | Cynthia Guthrie   |
| 1:02 pm | Establishment of Quorum<br>- Presentation of Minutes and Motion to Accept   |  |  |  | Natalie Sheedy  |
| 1:05 pm | President's Welcome<br>- Introduction of Guests   |  |  |  | Cynthia Guthrie   |
| 1:08 pm | Financial Report<br>- NEWH Financial Policies<br>- Call for Fellows Nominations   |  |  |  | Fernando Diaz<br>Susan Huntington   |
| 1:11 pm | International Report (Paris & Milan)<br>- Canada<br>- United Kingdom  |  |  |  | Cynthia Guthrie<br>Christine Tucker<br>Jonathan Young   |
| 1:14 pm | Strategic Issues<br>- Chapter Update  |  |  |  | Trudy Craven  |
| 1:17 pm | Member Benefit – Lodging Program  |  |  |  | Leigh Mitchell  |
| 1:20 pm | Collection of Ballots   |  |  |  |   |
| 1:21 pm | BREAKOUT<br>- Finance/Fundraising<br>- Education/Continuing Education, Mentoring, Green Voice Education, Scholarship<br>- Development/Conferences<br>- Membership & Programming Conversation/Chapter Membership & Programming and Social Media<br>- Ambassadors   |  |  |  | Fernando Diaz<br>Christine Wasmer /Brittany Johnson<br>Leigh Mitchell/Monica Meade<br>Sandy Banks/Helen Reed<br><br>Cindy Guthrie |
| 2:50 pm | BREAK   |  |  |  |   |
| 3:10 pm | Report on Breakout Session (15-minute report time per discipline)<br>- FINANCE/Fundraising<br>- EDUCATION/Continuing Education, Mentorship, Green Voice Education, SCHOLARSHIP<br>- DEVELOPMENT/NEWH Conferences, Digital Marketing<br>- DEVELOPMENT/Membership & Programming go hand-in-hand<br>- AMBASSADORS          |  |  |  |   |
| 4:10 pm | Open Q&A  |  |  |  | Cindy Guthrie   |
| 4:25 pm | Old Business / New Business<br>- Presentation of Motion to Revise the NEWH, Inc. Board of Directors/Discipline Advisor<br>- Add Director/Student Relations to Chapter Boards<br>- Honorary changed to Legacy Member<br>- Presentation of Motion to change Stacey Olson to Education Director<br>- Changing of the guard |  |  |  | Cynthia Guthrie<br>Trisha Poole<br>Sandy Banks<br>Fernando Diaz<br>Trisha Poole<br>Trisha Poole                                   |
| 5:00 pm | Motion to Adjourn   |  |  |  |   |

### EXECUTIVE COMMITTEE:

Saturday, November 9, 8:30 am – 12:00 pm 1E02/03

Sunday, November 10, 8:00 am – 11:00 am 2D04/05



Motion seconded by: Christine Tucker

VOTE COUNT:

YEA: 11

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

## TRUDY CRAVEN

### Discussion-Trudy Craven:

**Intro:** Trudy is from Spartanburg, South Carolina and is recently retired from Milliken. She has worked with NEWH for the past 10-15 years and is now working with chapters on strategic planning.

- Strategic planning is organizing of management activity
- Leaders (boards within NEWH) should think about strategic planning on a regular basis
- Plan things/events to do be done in a strategic manner
- Strategic planning helps to set priorities, organize resources and build on strengths and close gaps
- Ensure everyone is aligned working towards common goals; working in the right direction towards an outcome
- Where are we, where are going, and how are we going to get there (always ask these three questions)
- Where are we in related to products, customers, gaps
- Where are we going, how are we going to focus our resources
- How are we going to get there is about setting goals and processes?
- Strategic issues are a little different than strategic planning
- What are strategic issues is a fundamental policy question or critical challenge affecting an organization's mandates, mission, values, stakeholders, resources, structure, process, management or product or service level and mix
- Strategic issues can come in a variety of sizes; we might never be able to fix it but we have to understand the issue in the way and determine if those issues stand between us and achieving our mission
- Another strategic issue can be something that keeps your organization from reaching its goals; sometimes people or processes are not aligned

### Strategic issues

- First step is to review the NEWH mission statement
- Understand how to use the mission statement as the framework for everything you do
- NEWH is all about networking; building professional relationships; NEWH is not about having a cocktail party and just swapping cards
- NEWH has fun but it's not a party organization there's so much more than the cocktail party/card swap
- We don't say we have parties; we say we have events; we are here for more than a party the party is just a purpose
- The most connected people are often the most successful
- NEWH was founded to connect women in the industry to make them more successful
- NEWH helps you develop new skills sets, meet prospective mentors, gain access to resources that will foster your career (definition of network)
- NEWH networks with a purpose (networking with a purpose)
- NEWH gives back to the hospitality community through the scholarship program; that's what makes us a 501 (c) (3) tax exempt organization
- Purpose of network is education of the members
- NEWH does a great job of developing their members making them better people, professionals and stronger within the hospitality community
- Within NEWH there are leadership development opportunities that provide growth (serving on a chapter board); the best way to develop skills is to work and use the skills
- By holding a leadership position, you can make it a very purposeful experience and get a lot out of it
- NEWH has a strong recognition program within the industry that recognizes local and industry leaders; recognition is very important
- Business development opportunities are more than just connections
- Scholarship, education and business networking is what encompasses NEWH they are the three legs that support the industry
- Reading of Anne Hiter, Matt DeShantz, Ashley Lighting and Shelby Williams snippets from the Spring 2019 NEWH magazine – what NEWH means to me
- Ann Hiter: *"NEWH provides a great opportunity for people to form meaningful connections, both from a supplier side and with other designers, purchasers, and industry leaders. NEWH is a wonderful organization that strives to do good. It also provides excellent educational opportunities, which are important no matter your career stage."*
- Matt DeShantz: *"From the moment I joined NEWH, I realized this was an extraordinary professional organization. While everyone hopes their personal and professional goals will intersect in the careers they are passionate about, that goal is easily accomplished through NEWH. The camaraderie of its members and its executives at industry events and tradeshow is remarkable. While each of us hope to further our business goals, we recognize that NEWH's primary focus is the unselfish act of contributing to the advancement of the next generation of hospitality industry professionals."*
- Ashley Lighting-Member Profile: *"The passion and focus on student scholarships gives us the reward of being a part of something that is more valuable than a great business model or quality products."*
- Shelby Williams-Member Profile: *"NEWH allows us to stay connected to the people who specify and use our products every day."*
- These reflections clearly state that NEWH is more than parties
- Everyone wants to do business, we want to be successful and NEWH is more than swapping business cards

- NEWH offers business relationships with a clear education under tie
- Make sure anything and everything you're doing stays true to the mission statement
- Be aligned with the NEWH mission statement at all times
- When you're planning your events/programs specify in some way what the event is for (an event for scholarship). Example "Glamping" is an event but it's an event to raise funds for scholarships
- At events, assess the room to ensure people are networking with new attendees

**BREAK**

**Strategic Issues-Understanding NEWH customers:**

- Customers (who are they, what are their characteristics, what do they need, what are their expectations, there's delights where the customer is happy but those moments become future expectations)
- Need, expectations and delights (3 different levels)
- Stakeholders (bosses/owners); the person who has something to lose or gain
- What's in it for me (WIFM)
- WIFM is the value proposition what is given and what's received from it
- Some people don't like to talk about the WIFM it feels selfish
- You have to have something for your customers/members or they're not going to be your customers for very long
- WIFM helps you avoid over promising
- Customers (people who are getting something from you; exchange of relationships)
- All members are customers not all customers are members

*BREAK: Partner exercise (list of members, list of customers who are not members)*

| <b>Members:</b>   | <b>Customers:</b>        |
|-------------------|--------------------------|
| Designers         | Media                    |
| Manufactures      | Brands                   |
| Students          | Owners/Developers        |
| Brands            | Hotel Managers           |
| Purchasing Agents | Educational Institutions |
| Sales Reps        | Construction             |
| Ownership         | Culinary                 |
| Educators         | End users                |
| Developers        | Other organizations      |
| Project Managers  | Architects               |
| Hotel Managers    | Purchasing agents        |
| Culinary          |                          |

- Confusion between members vs. customers
- Go back to the WIFM (what's in it for me)
- Don't over promise and under deliver
- Be aware when you talk about who your customers are
- Members are getting more of the education and leadership development
- Customers are going to participate in scholarship and more on the networking side to build their business
- Think of your customers in relation to your mission
- Culinary and hospitality management (engage them as sponsors, contributors, speakers)
- Have one event or engage culinary into a process once a year; do the same for hotel management
- Members benefit by learning about culinary; educate your members
- It's great to have culinary/hospitality management join as members just remember to share the focus of NEWH with them as NEWH is more on the design side
- Remember outside groups have their own groups which can bring other new people to NEWH

**Additional Comments:**

**Cindy Guthrie:**

- Customers don't have to hold a membership but we need them to build events and future outreach
- Think about who your ultimate members and customers are to sustain the value of your chapter
- Take today's details back to your chapter for consideration in planning future events
- Currently working on a list of NEWH benefits and how those targeted benefits fit each customer/member/future member
- The NEWH Scholarship Stories videos are a great resource to describe NEWH

**Bess Ehmcke (North Carolina Region):** If I join what am I going to get?

- Request that NEWH have a call to go over what is NEWH and how do I benefit from participating in this organization
- Change the idea of what's in it for me into a positive question so it's not a selfish question

**Trudy Craven:**

- People don't understand how participation will benefit them personally
- Every chapter has the problem of encouraging people to serve on their local chapter board
- There has to be a story behind the experience
- Use words based around the mission statement in conversation
- Talk about the opportunities available that can help others develop leadership skills and bring those skills into their career

- NEWH may not offer immediate changes but long term involvement has more benefits personally and professionally
- What do I get and what are the drivers to participate at the board level; determine those factors
- Add benefits into events as a commercial slot to further promote NEWH and what your chapter offers

**Trisha Poole:**

- Marketing calls are important to determine how to reach out to people
- There is a need to develop different descriptives (talking points) for NEWH customers/members
- Understanding who we are and how to market NEWH is huge
- It's giving and getting back and sometimes it's a development or a relationship; many things are hard to find

**Janine Peluffo (San Francisco):**

- Social media posts why NEWH is important (what you get) is huge
- Make time and reach out to new people; they're showing up for a reason they want to learn what you're about; they showed up so in turn be there for them with support and clear direction

**Jessica Wasmer-Northover (Orange County Region):**

- A membership drive is about personal experiences from being involved
- Panel and hotel tour brings a great draw which enables you to have everyone's attention
- Start new people on a lower level to get their feet wet to be groomed to move up in their role within the board

**Trudy Craven-Increase effectiveness of NEWH boards:**

- There will always be a mix of board levels; some are new, some are struggling, while others are soaring
- The idea is to increase effectiveness
- Business growth curve (example shown)
- Phase one is where people are getting started
- Phase two is growth (where you want to be)
- Phase three is where problems happen and you die or you reinvent
- Organizations in phase two are organized (process, definition)
- Organization allows you to define and improve efficiencies which means you're improving effectiveness
- Innovation going up, creativity going down, need to be successful
- Teams go up a development ladder (norming/storming)
- Norming-increase, performing you can't have a strong phase two with people who are storming
- You want to be norming and performing at phase two; this is where organization is needed
- Every time something changes you drop down the ladder
- The key is to determine how you will get back up the ladder once you fall a little
- Understanding roles and responsibilities is key (board training); understand them and live them (stay in your lane)
- Only cross your lanes when asked; if you're asked to help with a job you used to do don't cross the lane on your own
- Holding people responsible and accountable for their duties is key
- Be open and willing to learn; be open and willing to teach
- Mentor your board levels/positions; make sure people have the resources needed to do the job in the most successful way possible
- Nothing gets done without good communication
- Bumps in the road all relate to poor communication; don't let it be your stumbling block

**Ways to be more effective on board:**

- Set goals
- Add benchmarks
- Learn from the past
- Trust each other or learn how to build the trust
- Teamwork
- Respect each other's time (very critical piece for volunteers)
- Succession planning/defining parameters
- Always be thinking what can we do different, stay in your lane and keep lines of communication open

**Setting goals:**

- How are we going to get there is all about setting goals and having clarity
- It's around documenting what is to happen; use as a communication tool this will add accountability
- Goals should be cascaded and aligned from the top down
- Know the expectations, it's not just about writing down a goal
- We all need to be aligned together
- Not everything is equal, some things are more important than others
- Goals must be measurable, ask: how are you going to know when I'm finished, what does the finish line look like
- Establish start and end dates
- Set your measures; are you pushing performance to a higher level
- Begin each goal with a verb
- Review your progress on your goals; determine if the timeline or milestones need to be adjusted
- It's ok to have goals as an ongoing program with a health check if you need to check in on progress along the way

**Shelia Lohmiller-comments:**

- Received very few chapter level business plans (see back of IBOD packet template); send business plans to

## BREAK OUT: Group Discussions Overview/Reports

### Break-Out Session Overview:

Draft goals around your discipline keeping them cascading and aligned within your discipline and/or within your chapter  
Join the breakout group that interests you (where your passion lies) or in an area that your chapter needs assistance with  
Great ideas come from breakout groups, implementation is all about setting goals  
Look at previous board report minutes from last meeting; what steps need to be accomplished to meet future goals  
During the November IBOD meeting we'll discuss if the goals have been accomplished  
Use handout template to record attendance and report notes from your discussion turn into Inc. staff prior to exiting today or email your breakout notes/attendance sheet to: [nicole.crawford@newh.org](mailto:nicole.crawford@newh.org)

1. Finance/Fundraising (draft goals)
2. Scholarship (draft goals)
3. Education/Continuing Education, Programming, Mentoring, Green Voice Education (draft goals)
4. Development/Conferences, and Social Media (draft goals)
5. Membership & Programming Conversation/Chapter Membership & Programming (how to build synergy together)
6. NEWH Ambassadors (define roles and responsibilities)

### Reports:

#### Finance/Fundraising-Fernando Diaz/Tyler Toothacker:

- Culinary Inc. fundraiser
- Goal to find a host chapter has been met (Charleston area)
- Execute and develop a program outline by fostering a meeting with the Arizona and Charleston chapters
- Arizona will take their best practices and help guide the South Carolina group through the process
- Establish roles and responsibilities for South Carolina group
- Find venue, establish budget, select chefs, encourage culinary college participation, set date for event, competition guidelines, determine awards for students and chefs

#### Comments-Trudy Craven:

- Goal should read to develop an outline (not execute); remove milestone pieces that don't go with that

#### Scholarship-Brittany Johnson:

- Increase scholarship outreach by developing a best practices document for scholarship directors
- Present outline at November 2019 IBOD meeting
- Start as soon as possible
- Hold 2-3 conference calls with committee
- Set up conference call to discuss steps
- Provide an outline to review and discuss

#### Comments-Trudy Craven:

- It's good to have the background/driver behind the goal
- Change wording to create manual for the purpose of
- Subset of increasing applications
- Increase outreach/applications should be the purpose
- The focus is to create a committee who will create the manual

#### EDonline-Chris Wasmer/Christian Triana:

- Achieved first goal of creating descriptive
- Currently in phase one of the project
- Develop a committee
- Measure and document committee members
- Review and identify top categories from survey
- Present at Design Disruptors in Washington DC
- Formulate an email to reach out to members
- Follow-up with personal outreach to committee members
- Identify chair position
- August kickoff meeting to assign tasks and responsibilities

#### Comments-Trudy Craven:

- Recruit to form (change wording); form a committee
- Add dates to each step

#### Development-Leigh Mitchell:

- Create an overall chapter calendar template for all disciplines for posting on Instagram
- Conference call with Michelle Purcell (Arizona Chapter) prior to June 30<sup>th</sup>
- Finalize and present project at IBOD meeting in November

#### Comments-Trudy Craven:

- Use the word implement (two phase create and implement)
- Define steps of implementation
- Add to review effectiveness

**Conferences-Monica Meade:**

- Develop content for the 2021 Leadership Conference outline
- Complete agenda by November 2019
- Committee will then reach out to panelists/speakers

**Membership/Programming-Sandy Banks:**

- We are going to provide programming to drive membership
- Increase membership by 10% and increase attendance at meetings
- Progress check at every IBOD meeting
- Milestone will be increase of membership by 10%
- Identify key events that increased membership

**Comments-Trudy Craven:**

- Add end date for increased membership goal
- Might need to add subsequent goals for additional years
- You want to add a set date to measure your goal by

**NEWH Ambassadors-Michelle Finn:**

- Advocate and champion NEWH and its mission
- Support NEWH by word of mouth
- Leverage our industry connections and relationships
- Create business and additional growth opportunities
- Attend NEWH events (local and national)
- Share and communicate ideas and best practices
- Meet via conference call twice per year
- Report to either President/Past President/Executive Committee

**Comments-Trudy Craven:**

- Make time to review roles and responsibilities; reviewing and implementing the job description is key
- Review expectations to ensure they are still fitting
- It's difficult to hold someone to expectations if they're not sure what they should be doing

**NEW BUSINESS | CYNTHIA GUTHRIE**

**Cindy Guthrie:**

- Welcome Canopy by Hilton recently added to the BrandED line-up
- A huge shout out and big thanks to some of our chapter such as Pittsburgh and Cincinnati who have grown their membership

**BrandED-Debbie McKelvey:**

- Just finished Marriott Tribute in NY
- June 20<sup>th</sup> Canopy in Minneapolis
- Dallas (June)
- Seattle (September)
- Everyone is excited to attend the events
- Questions contact Debbie: [debbiemckelvey@bernhardt.com](mailto:debbiemckelvey@bernhardt.com)

**BrandED-Trisha Poole:**

- Thank-you to Debbie McKelvey for her commitment to growing the new initiative
- Adding Hilton was a huge accomplishment
- Passing of Stephano Delorenza; our hearts and prayers are with the family
- Memorial scholarship started (Atlanta Chapter): <https://newh.org/memorial-stephano-delorenza/>
- IHG is still connected and interested they need some time and space but would like to stay involved Melissa Pierce might step in his place
- Marriott is super excited to continue with BrandED
- Will be awarding a BrandED scholarship during the 2019 Lodging Conference
- Goal to award a scholarship at ALIS
- Great to gain high level acknowledgement at different platforms

**MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS**

Date: May 14, 2019

Motion Number: 3

I, Trisha Poole, move to add the position of Director/Education to the NEWH, Inc. Board.

Motion seconded by: Christine Wasmer

VOTE COUNT:

YEA: 11

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

**MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS**

Date: May 14, 2019

Motion Number: 4

I, Trisha Poole, move to add the position of Director/Brand Relations to the NEWH, Inc. Board.

Motion seconded by: Fernando Diaz

VOTE COUNT: STATUS OF MOTION:  
YEA: 11 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

**MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS**

Date: May 14, 2019

Motion Number: 5

I, Trisha Poole, move to appoint Debbie McKelvey to the position of Director/Brand Relations on the NEWH, Inc. Board.

Motion seconded by: Fernando Diaz

VOTE COUNT: STATUS OF MOTION:  
YEA: 11 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

**MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS**

Date: May 14, 2019

Motion Number: 6

I, Trisha Poole, move to appoint Leslie Anderson to the position of Chair/BrandED on the NEWH, Inc. Board.

Motion seconded by: Brittany Johnson

VOTE COUNT: STATUS OF MOTION:  
YEA: 11 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

**MOTION TO ADJOURN**

Date: May 14, 2019

Motion Number: 7

I, Brittany Johnson, move to adjourn the NEWH, Inc. Board of Directors Meeting at 4:45pm PST.

Motion seconded by: Fernando Diaz

VOTE COUNT: STATUS OF MOTION:  
YEA: 11 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

## PRESIDENT

### CYNTHIA GUTHRIE

#### 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
- Be an advocate of the NEWH through all industry and NEWH networking opportunities.

#### GOAL 1 - 2019

##### THE GOAL STATEMENT *(Start with a VERB!)*

Identify NEWH's most successful programs and validate longevity and assure points of review to maintain relevance in the market.

##### THE MEASURE *(How will you know when you have achieved the Goal?)*

I will have confirmation from each VP of their program(s) success and supportive NEWH Inc staff. Each VP will provide input on a measurable process that can be put in place for scheduled reviews in the future.

##### WHEN TO START?

Start at Strategic Planning – End December 2019.

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? *(Make it a Project!)*

1. April 2019: Develop list of programs for analysis through EC consensus
2. August 2019: Gain insight from each VP through phone conferences related to measurable programs and future program review schedule.
3. November 2019: Present draft document of collective program information to EC.

#### GOAL 2 - 2019

##### THE GOAL STATEMENT *(Start with a VERB!)*

Explore the potential of a NEWH Advisory Board comprised of leading hospitality executives and what the positive impact would be to the organization.

##### THE MEASURE *(How will you know when you have achieved the Goal?)*

When I have presented a scope document to EC identifying key goals to assemble an Advisory Board.

##### WHEN TO START?

April 2019.

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? *(Make it a Project!)*

Research other nonprofit and for profit executive level advisory board structures and functions.

#### **MAY 2019 UPDATE:**

##### GOAL STATUS

Advisory Board Goal – Working on scope document for presentation to the EC

##### GOAL OBSTACLE

Advisory Board Goal – No

##### ACTION PLAN

Advisory Board Goal – Action plans specific to this goal were discussed during Strategic Planning and next step was to develop scope document.

##### COMMITTEE TASKS

The ideas expressed during our breakout with Chapter Presidents were general concerns and "how to" ideas. The next breakout will be a follow up to the comments shared during previous breakout and to discuss results and any further obstacles.

##### GENERAL COMMENTS

Items discussed during February President's Group breakout:

- Discussed the board itself, we're a volunteer organization and we need to keep in mind that expectations need to be monitored at all times and to give support when needed
- A good board has to have a leader, someone who can acknowledge the efforts of the board members and the work being done
- Match expectations with the skills and enthusiasm of the people on the board; make sure the right person is in the right

position

- Keep people engaged, use timely board deadlines, and ask others if they need assistance (develop committee members)
- Set timelines at the beginning of the year
- Have accountability or an accountability partner to ensure tasks are complete on time
- Everyone wants more designers at events; ask vendors to purchase a ticket for a designer to gain more designers at your events
- Incorporate educational and culinary components
- BrandED sessions can be held at the chapter level; reach out to Debbie McKelvey: [debbiemckelvey@bernhardt.com](mailto:debbiemckelvey@bernhardt.com)
- Some chapters are challenged with getting new board members; reach out to different partners, associates or other associations
- Attend discipline calls for key information to keep the momentum of your discipline growing; we're all here to support each other

#### **NOVEMBER 2019 UPDATE:**

##### GOAL STATUS

Defined goals are still in works. We have explored the implementation of an advisory board for NEWH and will be moving forward. While goal has been reviewed, discussion was done, there is another round of reviews with the EC before it is ready to present to IBOD.

##### GOAL OBSTACLE

There are many initiatives in motion at any given time and while great opportunities for NEWH my focus shifts to other items that appear to have more immediate needs. Time is my personal biggest challenge ... not always enough.

##### BREAKOUT FORMAT

Breakouts are very valuable and informative. It allows the discipline VP's to gather information, ideas and opinions. This platform provides an opportunity for each IBOD member to share and allows interactive exchange of ideas. Breakouts also provide visibility on how each person engages with NEWH at IBOD and at their chapter levels.

##### BREAKOUT ACTIONS

Each breakout scribe will capture the "ideas" and present to IBOD. The VP may determine some of the ideas are worthy of further evaluation and discuss with the EC. If determined the idea is aligned with our mission and other criteria, a goal is written, assigned and tracked. Updates are done on EC calls and presented in reports to IBOD. To finalize a goal to become an event, program, initiative, etc., the goal will have to be evaluated for viability with NEWH Inc staff, marketing, EC members & potentially NEWH lawyer. If the initiative passes all the reviews, then it should be ready to present to all members.

##### GENERAL COMMENTS

As this is my last board meeting as International President, I want you to know you are more than just colleagues who I have enjoyed working with, you inspired me to want to be a part of NEWH. Each of you are committed to NEWH, understand our value to this

industry and most importantly to the students we serve.

We are people who help others and are proud of what we achieve together. The word "together" has a powerful meaning to me. It reminds me of all the work we have done and how no single person can do it alone without the help of many others. I

am forever grateful for all your hard work, the many hours you volunteer and your dedication to this organization.

Continue to inspire those around & know you make a difference!

## PRESIDENT ELECT

### CHRISTINE TUCKER

#### Job Purpose

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

#### GOAL 1 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

Learn and understand the duties of the President position. Work closely with NEWH Inc Office, Cindy Guthrie and Executive Committee to have a full grasp of policies and procedures in this position.

##### THE MEASURE (How will you know when you have achieved the Goal?)

Achieving this goal will be reflected information learned in this year prior to assuming the Presidential Position. In taking on the role having the knowledge and information to facilitate the duties of President.

##### WHEN TO START?

The goal has started on January 1, 2019 and January 1, 2020 forward continuing to grow once I take on the President position.

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

Review and learn the requirements using the official NEWH Job Description as a base line of the duties and activities that are the responsibility of the President. A quarterly review with NEWH Inc and Cindy to assist in learning curve of job requirements of this role.

#### GOAL 2 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

Expand on NEWH International Growth and Exposure in other Countries

##### THE MEASURE (How will you know when you have achieved the Goal?)

The measure will be reflected in membership growth outside of USA

##### WHEN TO START?

This goal started in 2006 in my first Board Position within NEWH Toronto Chapter. There is no end to this initiative.

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

Continue to spread the NEWH Mission Statement in Canada, work with UK and expand in Europe with initiatives such as HOST Milano and other opportunities to partner with other Associations or professionals who show interest in NEWH.

#### MAY 2019 UPDATE:

##### GOAL STATUS

The learning curve is very positive and I have been able to maintain continual interaction with three of our key people; President – Cindy as well as Past President – Trisha and Executive Adviser – Shelia. The more frequent communication with these ladies has allowed me to gain more exposure to the functions and expectations of the President. Currently getting further involvement with the NEWH Inc. office as well. Feel very honored to be able to work closely with these very positive people on a more frequent basis. In a good place with the current progress and will continue to gain knowledge throughout the year.

##### GOAL OBSTACLE

There are no current concerns or obstacles at this time.

##### ACTION PLAN

##### COMMITTEE TASKS

##### GENERAL COMMENTS

I am exciting for my training working into this new role with the constant support of the Executive Committee and the NEWH Inc., office staff and of course key support from Shelia. We have a mission planned to UK and Paris in June, which I will be able to

attend the Board Training for the UK Chapter and looking forward to meeting their Board in person. Also on this trip to Europe we will meet with the NEWH members in Paris and work further discuss our expansion and growth opportunities in Paris. In August I will be visiting the NEWH office in Shawano to watch our Team in live action. I have had the pleasure of constant support from NEWH Team at a Chapter Level or when called upon and looking forward to watching their daily activity and interaction with all Chapters and Regional Groups. I appreciate our home base of the NEWH family and wonderful to be able to connect in person during my training role! In October we will be continuing our partnership with HOST Milano with the Trade Show and our contingency looking for further opportunities for NEWH growth in Italy. Looking forward for any and all opportunities for NEWH growth!

#### NOVEMBER 2019 UPDATE:

##### GOAL STATUS

I feel I have been successful in working to accomplish my goal to understand the role of President for January 2020. With working closely with NEWH office, shadowing Cindy Guthrie – President and Trisha Poole- Past President have gained excellent knowledge and understanding of the role. Traveling with Shelia and Cindy to UK and Paris in Spring was excellent exposure and wonderful to attend the UK Chapter Awards Event and meet the Board and Members. As well to meet the Paris group working to establish NEWH in Paris and participate in the luncheon. In August participated at NEWH Inc office in Wisconsin with members of the EC and the NEWH office to review our current Corporate Partners Program and Branded Program offerings. Then in October we participated in a Retreat in Door County for Strategic Meetings facilitated with Trudy Craven and the NEWH office and President, Past President and myself. This exposure and mentorship has provided great insight and been very enlightening as well as beneficial in my role as President Elect providing me with an excellent opportunity to see first-hand the operations of NEWH office and current President.

##### GOAL OBSTACLE

There are no obstacles that have been an issue.

##### BREAKOUT FORMAT

The Breakout sessions are a key component of the IBOD meetings encouraging our BOD members to communicate and be heard. Feel this format offers a positive environment for new ideas and constructive criticism on what is working and what is not and where some Chapters may need help.

##### BREAKOUT ACTIONS

With breakout sessions input and constructive discussions help initiatives grow. These sessions engage our BOD members to get more involved and be a key part of NEWH initiatives as well as help develop new ones.

##### GENERAL COMMENTS

While in Wisconsin have been working extensively with Trudy

Craven on my personal SWOT, which has reminded me of what NEWH offers in benefits when being part of the organization. The NEWH Board Member Benefits are things that may not come to mind immediately when one thinks of the WIFM, but here are a few that I was recently reminded of with spending time with the dedicated NEWH office and some of the key Executives of NEWH. Development in leadership skills, growth in confidence, improving personal skills in communication, improving public speaking skills, leadership training with strategic planning sessions identifying structure for growth on a personal level,

personal growth in business and leadership, collaborate with supportive, smart and creative individuals, mentorship from NEWH members, improve on listening skills, improve your delegating skills, build relationships with likeminded successful professionals making a difference in the world by helping others and raising scholarship funds for our future leaders.

I am looking forward to 2020 as NEWH continues to grow in membership and initiatives due to the dedicated BOD members throughout the organization.

## SECRETARY

### NATALIE SHEEDY

#### Job Purpose

- Record and preserve the business records of the organization
- Ensure all chapters remain in compliance with all public laws governing their activities.
- Provide mentorship and guidance to the chapter secretaries as needed

#### GOAL 1 – 2019

##### THE GOAL STATEMENT (START WITH A VERB!)

Create a website that allows for a multi-level platform including the following:

- Portal for design firms to upload their project portfolio as a tool to both generate a hospitality “mood shot” library AND a way to develop client interest.
- Portal for manufacturers to display product through the uploaded photos.
- Portal for owners to search for potential new designers, architects, contractors, vendors, etc.

##### THE MEASURE (How will you know when you have achieved the Goal?)

DesignLinq ready to launch by the end of 2019

##### WHEN TO START?

Started in March 2018

##### WHEN TO END?

December 2019

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

- NEWH Leadership Conference- meet with a small group to work out what the flow and drop down menus need to include.
- Milliken- Present what has been completed to date to the board
- April 2019- finalize content with Inc and Web Designers
- May-July- Review updates with Web Designers
- August-October- Beta Test website with select group, begin marketing efforts around launching the site.
- November-December- finalize any changes to the site after Beta testing and LAUNCH!

#### GOAL 2 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

Participate in Secretary Discipline calls

##### THE MEASURE (How will you know when you have achieved the Goal?)

When I attend the calls

##### WHEN TO START?

Now

##### WHEN TO END?

End of year

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

#### MAY 2019 UPDATE:

##### GOAL STATUS

So far, I am on track with my goals but we need to aggressively move forward with the web designers in order to stay on track.

##### GOAL OBSTACLE

The obstacle is mostly time!

##### ACTION PLAN

N/A

##### COMMITTEE TASKS

N/A

##### GENERAL COMMENTS

The goal is still to launch the website by the end of 2019.

#### NOVEMBER 2019 UPDATE:

##### GOAL STATUS

Yes and no. I wanted to be able to be on all of the Secretary calls this year and I was travelling during the last round of calls and was not able to participate.

##### GOAL OBSTACLE

The only obstacle is available time and constant travel schedule.

##### BREAKOUT FORMAT

Absolutely! I think the breakout sessions at the IBOD meetings is where the magic happens at the meetings. This is where the members get to share and compare what is working in their chapters...and what is not.

##### BREAKOUT ACTIONS

Members take the lessons that they have learned in the break-outs and bring them back to their chapters to implement. Maybe it should be a point to take the notes that are taken in the break-outs and touch base on them during the calls. That way members that are not at the IBOD can hear some of the ideas as well.

## RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN – 2019

| Chapters (min. 6 per year) | Jan     | Feb     | Mar | April | May     | June | July    | Aug     | Sept | Oct | Nov | Dec | Budget | Business Plan |
|----------------------------|---------|---------|-----|-------|---------|------|---------|---------|------|-----|-----|-----|--------|---------------|
| Arizona                    | Yes     | Yes     | Yes | Yes   | Yes     | Yes  | Yes     | Yes     |      |     |     |     | Yes    |               |
| Atlanta                    | Yes     | Yes     | Yes | Yes   | Yes     | Yes  | Yes     | Yes     |      |     |     |     | Yes    | Yes           |
| Chicago                    | Yes     | Yes     | Yes | Yes   | Yes     | Yes  | Yes     | Yes     | Yes  |     |     |     | Yes    |               |
| Dallas                     | Yes     | No Mtg. | Yes | Yes   | No Mtg. | Yes  | No Mtg. | Yes     |      |     |     |     | Yes    |               |
| Houston                    | No Mtg. | Yes     | Yes | Yes   | Yes     | Yes  | Yes     | Yes     | Yes  |     |     |     | Yes    |               |
| Las Vegas                  | Yes     | Yes     | Yes | Yes   | No Mtg. | Yes  | Yes     | No Mtg. | Yes  |     |     |     | Yes    |               |

|   |         |         |         |         |         |         |         |         |         |     |  |  |     |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----|--|--|-----|
| Los Angeles                                     | No Mtg. | Yes     | Yes     | Yes     | Yes     | Yes     |         |         |         |     |  |  | Yes |
| New York  | Yes     |         |     |  |  | Yes |
| North Central                                   | Yes     | No Mtg. |     |  |  | Yes |
| Northwest                                       | Yes     |     |  |  | Yes |
| Rocky Mountain                                  | Yes     |         |     |  |  | Yes |
| S. Florida                                      | Yes     |     |  |  | Yes |
| San Francisco Bay                               | Yes     |     |  |  | Yes |
| Sunshine  | Yes     | No Mtg. | Yes |  |  | Yes |
| Toronto   | Yes     | Yes     | Yes     | Yes     | Yes     | Yes     | No Mtg. | Yes     | No Mtg. |     |  |  |     |
| UK  | Yes     | Yes     | Yes     | Yes     | Yes     | No Mtg. | Yes     | No Mtg. | Yes     |     |  |  |     |
| Washington, DC                                  | Yes     | Yes     | Yes     | Yes     | Yes     | Yes     |         |         |         |     |  |  | Yes |
| <b>Regional Groups (Minutes once a quarter)</b> |         |         |         |         |         |         |         |         |         |     |  |  |     |
| AC/Philadelphia                                 | Yes     | No Mtg. | No Mtg. | No Mtg. | Yes     | No Mtg. | No Mtg. | No Mtg. | Yes     |     |  |  |     |
| Cincinnati                                      | No Mtg. | No Mtg. | Yes     |         | Yes     | Yes     |         |         |         |     |  |  |     |
| Memphis/Mid-South                               | Yes     | No Mtg. | Yes     | Yes     | Yes     | Yes     | No Mtg. | Yes     | Yes     |     |  |  |     |
| New England                                     | Yes     | No Mtg. | Yes     | No Mtg. | Yes     |     |  |  |     |
| North Carolina                                  | No Mtg. | No Mtg. | No Mtg. | No Mtg. |         |         |         |         |         |     |  |  |     |
| Orange County                                   | Yes     | No Mtg. | No Mtg. | No Mtg. |         |         |         |         |         |     |  |  |     |
| Pittsburgh                                      | No Mtg. | Yes     | Yes     |     |  |  |     |
| South Carolina                                  | No Mtg. | Yes     | No Mtg. | Yes     | No Mtg. | No Mtg. | No Mtg. | Yes     |         |     |  |  |     |
| Vancouver                                       | Yes     | No Mtg. | Yes     | Yes     | Yes     | Yes     | No Mtg. | No Mtg. | Yes     |     |  |  |     |

### NEWH Chapter Board Training Schedule

|                      | 2018                       | 2019                      | 2020                             | 2021     | 2022     |
|----------------------|----------------------------|---------------------------|----------------------------------|----------|----------|
| ARIZONA              | WEBINAR                    | BD TRAIN 12/14/2018       | ST PLAN                          | WEBINAR  | OPEN     |
| ATLANTA              | BD TRAIN 1/27/2018         | ST PLAN 11/2/2019         | WEBINAR                          | OPEN     | BD TRAIN |
| ATLANTIC CITY        | BD TRAIN 2/3/2018          | WEBINAR 9/17/2019         | BD TRAIN / ST PLAN               | OPEN     | BD TRAIN |
| CHICAGO              | WEBINAR                    | BD TRAIN 12/8/2018        | ST PLAN                          | WEBINAR  | OPEN     |
| CINCINNATI           | WEBINAR                    | OPEN                      | BD TRAIN                         | ST PLAN  | WEBINAR  |
| DALLAS               | WEBINAR                    | BD TRAIN 2/22/2019        | ST PLAN- 11/23/2019              | WEBINAR  | OPEN     |
| HOUSTON              | WEBINAR                    | ST PLAN 9/21/2019         | OPEN                             | BD TRAIN | ST PLAN  |
| LAS VEGAS            | ST PLAN 6/2/2018           | WEBINAR                   | OPEN                             | BD TRAIN | ST PLAN  |
| LOS ANGELES          | WEBINAR                    | OPEN                      | BD TRAIN                         | ST PLAN  | WEBINAR  |
| MEMPHIS              | WEBINAR 1/24/2018          | BD TRAIN                  | BD TRAIN/ ST PLAN- TENT. 1/11/20 | WEBINAR  | OPEN     |
| NEW YORK             | BD TRAIN 3/3/2018          | OPEN                      | ST PLAN                          | OPEN     | BD TRAIN |
| NEW ENGLAND          | ST PLAN                    | WEBINAR                   | BD TRAIN/ ST PLAN                | ST PLAN  | WEBINAR  |
| NORTH/SOUTH CAROLINA | WEBINAR 1/7/2019           | ST PLAN 3/20/2019         | BD TRAIN 2/1/2020                | WEBINAR  | OPEN     |
| NORTH CENTRAL        | WEBINAR                    | BD TRAIN 10/19/2018       | ST PLAN 1/18/2020                | WEBINAR  | OPEN     |
| NORTHWEST            | BD TRAIN/ST PLAN 1/13/2018 | OPEN                      | WEBINAR                          | ST PLAN  | BD TRAIN |
| ORANGE COUNTY        | ST PLAN                    | WEBINAR                   | BD TRAIN / ST PLAN               | ST PLAN  | WEBINAR  |
| PITTSBURGH           | WEBINAR                    | BD TRAIN                  | WEBINAR                          | WEBINAR  | OPEN     |
| ROCKY MOUNTAIN       | OPEN                       | ST PLAN 3/1/2019          | BD TRAIN                         | WEBINAR  | OPEN     |
| SAN FRANCISCO        | ST PLAN 10/13/2018         | WEBINAR                   | OPEN                             | BD TRAIN | ST PLAN  |
| SOUTH FLORIDA        | WEBINAR                    | BD TRAIN/ ST PLAN-5/31/19 | WEBINAR                          | OPEN     | WEBINAR  |
| SUNSHINE             | ST PLAN 7/21/2018          | WEBINAR                   | OPEN                             | BD TRAIN | ST PLAN  |
| TORONTO              | BD TRAIN 12/9/2017         | ST PLAN 9/28/19           | WEBINAR                          | OPEN     | BD TRAIN |
| UNITED KINGDOM       | WEBINAR                    | BD TRAIN- 6/13/19         | OPEN                             | BD TRAIN | ST PLAN  |
| VANCOUVER            | ST PLAN 6/23/2018          | WEBINAR                   | OPEN                             | BD TRAIN | ST PLAN  |
| WASHINGTON DC        | BD TRAIN 12/2/2017         | ST PLAN 3/16/2019         | WEBINAR                          | OPEN     | BD TRAIN |

|                |                    |         |                                     |      |
|----------------|--------------------|---------|-------------------------------------|------|
| Board Training | Strategic Planning | Webinar | Board Training / Strategic Planning | Open |
|----------------|--------------------|---------|-------------------------------------|------|

On the OPEN years, chapter may book Trudy or Jena/Diane for extra training.

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

#### GOAL 1 - 2019

##### THE GOAL STATEMENT (*Start with a VERB!*)

Review Budget vs Actual with the NEWH, Inc. off after the end of every calendar quarter

##### THE MEASURE (*How will you know when you have achieved the Goal?*)

Once we review Budget vs Actual mid-April 2029

##### WHEN TO START?

Mid-April 2019

##### WHEN TO END?

December 2019

##### WHAT ARE THE MAJOR MILESTONES? (*Make it a Project!*)

- Continuous Infitum!

#### GOAL 2 - 2019

##### THE GOAL STATEMENT (*Start with a VERB!*)

Determine feasibility of developing an international fundraiser with a celebrity chef

##### THE MEASURE (*How will you know when you have achieved the Goal?*)

Once the chapters are on board and scope document has been created

##### WHEN TO START?

February 2019 HD Board of Directors Meeting, write official goals – select city/venue

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? (*Make it a Project!*)

#### ONGOING 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
- All chapters MUST submit Results of Activity Reports to the Inc. Ofc. within 45 days after the date of the event (MOST IMPORTANT)
- Participate in all discipline calls (VERY, VERY IMPORTANT)
- Chapters to submit signature bankcards after the first board meeting of the year... Chapters will not be able to write checks until new signature cards are submitted.
- Chapters should never give away more than 50% of their scholarship account
- Please remember that checks over \$250.00 requires two (2) signatures
- *For the Chapters who hold their own checkbooks – be sure to obtain W-9's from all new vendors before writing them a check. IRS requires this for tax purposes.*
- All interest earned on any interest bearing accounts will be transferred into the chapter's Scholarship Account at the end of each year
- Susan at NEWH Inc holds a credit card that Chapters can be used for paying expenses. Please utilize this card rather than using personal accounts and then needing to wait for a reimbursement check. Call or email Susan Huntington with questions.

#### MAY 2019 UPDATE:

##### GOAL STATUS

GOAL #1: Shelia & I will be reviewing the P&L against the budget by the end of April

GOAL #2: Kelly Geddes, Director of Fundraising has received submissions for the Culinary Fundraiser being discussed. She will

be having a conference call with the committee to discuss the winning chapter

##### GOAL OBSTACLE

None so far

##### ACTION PLAN

##### COMMITTEE TASKS

A committee meeting is scheduled for 4/11/19

##### GENERAL COMMENTS

- Some changes will be coming with QuickBooks Online. Effective April 1st, Intuit is now limiting how many income and expense accounts we are allowed to use. We are working on simplifying and standardizing the account list between the Chapters and ask that Chapters check with Susan or Julie at the INC office before making any changes to the Chart of Accounts to avoid any additional fees from Intuit.
- We are now accepting ACH through the website. Please encourage your sponsors and guests to choose the ACH option to help stretch their dollars further.
- We are still missing a few budgets and signature cards at the INC office, please submit those as soon as possible.

#### NOVEMBER 2019 UPDATE:

##### GOAL STATUS

Goal #1 – Review Budget on a quarterly basis – being done

Goal #2 – Oversee Creation & Production of a Culinary Event in 2020

- South Carolina Regional Group Hosting Event
- Committee Established
- Event Planner Hired
- Committee Moving Forward Fill Steam Ahead

##### GOAL OBSTACLE

Nothing to report at this time

##### BREAKOUT FORMAT

Yes, especially our Culinary Event Committee gets to meet and work with the VP/Finance and Director of Fundraising

##### BREAKOUT ACTIONS

New ideas are brought to the table and some of those ideas become to fruition

##### GENERAL COMMENTS

Just a couple of things to add:

- All of the changes to the Chapter's Chart of Accounts in QuickBooks Online have been completed. Please be sure to enter all checks according to the email that was sent out earlier this year from Susan Huntington. This is a very important step for expense tracking of your specific events. If you have any questions regarding these changes, please contact Susan at the INC office.
- Continue to encourage your sponsors and guests to use the ACH payment option on our website to help stretch their dollars further.

It has been my honor & pleasure to have served as your VP/Finance for the last few years. Thank you for the opportunity

**BANK BALANCES**

account balances as of 10/31/2019

|   |                |
|---|----------------|
| General   | \$ 579,911.69  |
| Scholarship   | 168,124.75     |
| Cliff Tuttle Scholarship  | 6,957.52       |
| Ken Schindler Scholarship   | 291.30         |
| Money Market <i>(cash reserve fund)</i>   | 396,848.86     |
| Long Term Reserve Account <i>(money market acct receives higher interest than CD)</i> | 347,434.03     |
| Checking Reserve Account <i>(money market acct receives higher interest than CD)</i>  | 91,280.27      |
| CD  | 100,000.00     |
| NEWH, Inc. acct in Canada (8/31/17)   | CAD 21,815.63  |
| NEWH Canada, Inc.   | CAD 121,760.32 |
| NEWH Canada, Inc. Scholarship   | CAD 7,894.80   |
| NEWH, Inc. acct. in London  | GBP 112,688.40 |

| CHAPTER                | Updated Signature Cards 2019 | 2019 Fundraising Remittance | 2019 reconciled Fundraising % Proceeds | Regional Tradeshow Monies transferred to Scholarship Acct in 2019 | Fundraising/ Donation Monies transferred to Scholarship Acct in 2019 | Checking Bal | Date     | Scholarship Bal | Date     | Mutual Fund | CD       |
|------------------------|------------------------------|-----------------------------|--|---|--|--------------|----------|-----------------|----------|-------------|----------|
| Arizona                | Yes                          | 1,420.84                    | 68%                                    |   | 3,705.49   | 16,564.50    | 10/31/19 | 18,077.73       | 10/31/19 |             |          |
| Atlanta                | Yes                          | 2,294.61                    |  |   | 12,438.24  | 103,542.27   | 10/31/19 | 98,032.43       | 10/31/19 |             |          |
| Chicago                | Yes                          | 7,432.55                    |  |   | 22,148.87  | 147,370.24   | 10/31/19 | 100,210.39      | 10/31/19 |             |          |
| Dallas                 | Yes                          | 6,452.02                    | 43%                                    |   | 10,052.11  | 109,666.82   | 10/31/19 | 88,354.49       | 10/31/19 |             |          |
| Houston                | Yes                          |                             |  |   | 96.35  | 21,729.36    | 10/31/19 | 65,698.47       | 10/31/19 |             |          |
| Las Vegas              | Yes                          | 7,496.46                    |  |   | 25,222.01  | 71,358.80    | 10/31/19 | 124,909.33      | 10/31/19 |             |          |
| Los Angeles Founding   | Yes                          |                             |  |   | 18,903.04  | 44,261.74    | 10/31/19 | 88,512.04       | 10/31/19 |             |          |
| New York               | Yes                          | 10,673.25                   | 53%                                    |   | 38,514.61  | 110,758.79   | 10/31/19 | 208,251.39      | 10/31/19 |             |          |
| North Central          | Yes                          | 1,864.91                    | 25%                                    |   | 5,558.21   | 21,763.98    | 10/31/19 | 58,820.08       | 10/31/19 |             |          |
| Northwest              | Yes                          |                             | 53%                                    |   | 11,038.11  | 109,200.74   | 10/31/19 | 74,557.70       | 10/31/19 |             |          |
| Rocky Mountain         | Yes                          | 1,753.43                    |  |   | 6,965.30   | 62,984.40    | 10/31/19 | 51,371.11       | 10/31/19 |             |          |
| San Francisco Bay Area | Yes                          | 10,452.68                   |  |   | 27,557.18  | 131,239.34   | 10/31/19 | 225,136.89      | 10/31/19 |             |          |
| South Florida          | Yes                          | 6,312.82                    | 59%                                    | 29,959.12   | 16,495.50  | 28,552.71    | 10/31/19 | 83,136.85       | 10/31/19 |             |          |
| Sunshine               | Yes                          |                             |  |   | 152.56   | 89,531.75    | 10/31/19 | 84,968.50       | 10/31/19 |             |          |
| Toronto                | N/A                          |                             |  |   |  | 28,995.79    | 10/31/19 | 16,537.46       | 10/31/19 | 27,350.70   | 10/31/19 |
| United Kingdom         | N/A                          |                             |  |   |  | 14,526.26    | 10/23/19 | 2,238.15        | 10/23/19 |             |          |
| Washington DC Metro    | Yes                          |                             |  |   | 4,321.01   | 191,642.00   | 10/31/19 | 117,717.17      | 10/31/19 |             |          |
| <b>REGIONAL GROUPS</b> |                              |                             |  |   |  |              |          |                 |          |             |          |
| Atlantic City          |                              |                             |  |   |  | 25,590.50    | 10/31/19 | 8,512.84        | 10/31/19 |             |          |
| Cincinnati             |                              |                             |  |   |  | 24,878.26    | 10/31/19 | 5,725.41        | 10/31/19 |             |          |
| Hawaii                 |                              |                             |  |   |  | 11,927.70    | 9/30/19  | 27,237.22       | 10/31/19 |             |          |
| Mid-South              |                              |                             |  |   |  | 1,000.00     | 10/31/19 | 2,988.34        | 10/31/19 |             |          |
| New England            |                              |                             |  |   |  | 6,996.27     | 10/31/19 | 12,891.31       | 10/31/19 |             |          |
| North Carolina         |                              |                             |  |   |  | 10,413.88    | 10/31/19 | 12,883.98       | 10/31/19 |             |          |
| Orange County          |                              |                             |  |   |  | 1,651.76     | 10/31/19 | 64,063.25       | 10/31/19 |             |          |
| Pittsburgh             |                              |                             |  |   |  | 8,849.78     | 9/30/19  | 9,687.89        | 9/30/19  |             |          |
| San Diego              |                              |                             |  |   |  |              |          | 19,367.13       | 10/31/19 |             |          |
| South Carolina         |                              |                             |  |   |  | 1,317.04     | 10/31/19 | 4,367.00        | 10/31/19 |             |          |
| Virginia               |                              |                             |  |   |  |              |          | 12,124.86       | 10/31/19 |             |          |

**2019 BUDGET**

|                        | INCOME | EXPENSE   |
|------------------------|--------|-----------|
| <b>President</b>       | -      | 15,242.92 |
| <b>President Elect</b> | -      | 5,415.07  |

|                                   |  |              |              |
|-----------------------------------|--|--------------|--------------|
| <b>Past President</b>             |  | -            | 3,700.64     |
|                                   | Founders Circle                          | -            | 9832.96      |
| <b>Executive Adviser</b>          |  | -            | 1,347.03     |
| <b>Secretary</b>                  |  | -            | 1,974.23     |
|                                   | Board Training                           | -            | 21,754.72    |
| <b>Vice President Finance</b>     |  | -            | 5,173.19     |
|                                   | Fundraising                              | 56,153.57    | 655.74       |
|                                   | Travel / Delegate                        | -            | 13,358.08    |
| <b>Vice President/Scholarship</b> |  | -            | 4,759.93     |
|                                   | Scholarship                              | 28,285.06    | 66,669.74    |
|                                   | BrandED                                  | -            | 17,717.22    |
|                                   | Clifford Tuttle Scholarship              | 5,000.00     | 5,076.00     |
|                                   | Elite Expositions                        | 4,980.00     | 5,245.18     |
|                                   | Green Voice Scholarship                  | -            | 16,555.58    |
|                                   | ICON Scholarship                         | 9,700.00     | 9,192.38     |
|                                   | ISHP Scholarship                         | -            | -            |
|                                   | Ken Schindler Memorial                   | -            | 5,000.00     |
|                                   | NEWH Leadership Scholarship              | -            | 10,064.90    |
|                                   | Vendor Scholarship                       | 33,000.00    | 34,517.45    |
|                                   | Women Leaders in Hospitality Scholarship | 10,000.00    | 10,768.19    |
| <b>Vice President/Education</b>   |  | -            | 1,517.78     |
|                                   | Continuing Education                     | 5,400.00     | 3,266.95     |
|                                   | BrandED                                  | 53,550.00    | 27,082.03    |
|                                   | ED Online                                | -            | 26.58        |
|                                   | Green Voice Education                    | 39,675.00    | 3,800.12     |
|                                   | Mentorship                               | -            | -            |
|                                   | Women In Business                        | -            | -            |
| <b>VP/Development</b>             |  | -            | 1,533.07     |
|                                   | Membership                               | 330,289.50   | 185,860.79   |
|                                   | NEWH Awards                              | -            | 18,632.52    |
|                                   | NEWH Conferences                         | 267,126.00   | 356,170.34   |
|                                   | Social Media                             | -            | 469.44       |
| <b>Administration</b>             |  | 1,107.42     | 752,686.89   |
|                                   | Corporate Partner Development            | 636,625.00   | 19,667.82    |
|                                   | Marketing                                | 33,768.00    | 94,072.35    |
|                                   | Tradeshows/USA                           | 197.37       | 40,660.39    |
|                                   | Tradeshows/Regional                      | 1,060,301.00 | 590,606.81   |
|                                   | NEWH Governing Board Mtg.                | -            | 13,923.88    |
|                                   | Website                                  | 21,650.00    | 99,913.15    |
|                                   | Publications                             | -            | 6,854.50     |
|                                   | Reserve Acct.                            | -            | 41,666.66    |
|                                   | Bank/Credit Card                         | -            | 33,122.57    |
|                                   |  | 2,596,807.92 | 2,513,965.13 |

| 2019 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>Bernhardt Hospitality</b>       | Patron     | 2012          |
| <b>Boutique Design Group</b>       | Patron     | 2012          |
| <b>Delta Faucet Company</b>        | Patron     | 2014          |
| <b>Electric Mirror</b>             | Patron     | 2008          |
| <b>Hospitality Design Group</b>    | Patron     | 2001          |
| <b>Installation Services Group</b> | Patron     | 2010          |

|                                    |            |           |
|------------------------------------|------------|-----------|
| <b>Milliken Floors</b>             | Patron     | 1996      |
| <b>Moen, Incorporated</b>          | Patron     | 2012      |
| <b>P/Kaufmann Contract</b>         | Patron     | 2011      |
| <b>Valley Forge Fabrics</b>        | Patron     | 2019      |
| <b>American Atelier, Inc.</b>      | Supporting | 2011      |
| <b>Arteriors Contract</b>          | Supporting | 2013      |
| <b>Artline Group</b>               | Supporting | 2018      |
| <b>Ashley Lighting, Inc.</b>       | Supporting | 2012      |
| <b>Brintons</b>                    | Supporting | 2010/2016 |
| <b>Crypton + Nanotex</b>           | Supporting | 2014      |
| <b>Down Etc.</b>                   | Supporting | 2019      |
| <b>Encore Hospitality Carpet</b>   | Supporting | 2019      |
| <b>Fabric Innovations</b>          | Supporting | 2011      |
| <b>Kimball Hospitality</b>         | Supporting | 1994/2016 |
| <b>Lily Jack</b>                   | Supporting | 2011      |
| <b>Mandy Li Collection</b>         | Supporting | 2011      |
| <b>Masland Hospitality</b>         | Supporting | 2001      |
| <b>Porcelanosa USA</b>             | Supporting | 2017      |
| <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>Shaw Hospitality Group</b>      | Supporting | 1999/2015 |
| <b>Shelby Williams</b>             | Supporting | 1994/2011 |
| <b>Summer Classics Contract</b>    | Supporting | 2011      |
| <b>Tarkett</b>                     | Supporting | 2008      |
| <b>Tropitone Furniture Company</b> | Supporting | 2012      |
| <b>Vaughn Benz</b>                 | Supporting | 2011      |
| <b>WALTERS</b>                     | Supporting | 2012      |

**FUNDRAISING**

**KELLY GADDES**

**Job Purpose**

- To mentor and support NEWH Chapter efforts in fundraising
- 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

**GOAL 1 - 2019**

**THE GOAL STATEMENT (Start with a VERB!)**

Determine feasibility of developing an international fundraiser with a celebrity chef

**THE MEASURE (How will you know when you have achieved the Goal?)**

Once the chapters are on board and scope document has been created

**WHEN TO START?**

February 2019 HD Board of Directors Meeting, write official goals – select city/venue

**WHEN TO END?**

**WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)**

**GOAL 2 - 2019**

**THE GOAL STATEMENT (Start with a VERB!)**

Just starting as Director of Fundraising and getting my feet wet, finding out what initiatives we are working on. Will have a more detailed set of goals next meeting.

**THE MEASURE (How will you know when you have achieved the Goal?)**

**WHEN TO START?**

**WHEN TO END?**

**WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)**

**MAY 2019 UPDATE:**

**GOAL STATUS**

The committee met to discuss the possibility of executing an NEWH, Inc. Culinary event in conjunction with one of our local chapters for the purpose of expanding our sponsor list into the F&B arena. It was decided that there is merit in the idea and belief that there will be interest among the chapters.

1. An email blast was sent at the beginning of March asking for submission by March 29, 2019
2. Two entries have been received (Sunshine and South Carolina)
3. Both entries will be vetted and a selection made via committee conference call on 4/11/19

**GOAL OBSTACLE**

No

**COMMITTEE TASKS**

Not yet, but there may be opportunities once we have our selection call next week.

#### GENERAL COMMENTS

Finance Meeting attendees:

|                  |                 |
|------------------|-----------------|
| Fernando Diaz    | Mark Cunningham |
| Kelly Gaddes     | Edgar Gutierrez |
| Ashley Cova      | Taylor Hoesley  |
| Tarah Cszasz     | Candace Tejidor |
| Terri Metzger    | Demi Fitzgerald |
| Tory Knoph       | John Roberts    |
| Chelsea Lawrence | Donna Batilova  |
| Athena Slejho    | Sara Brookshire |

#### NOVEMBER 2019 UPDATE:

##### GOAL STATUS

In February, we set a goal of selecting a chapter or regional group to host our 2020 Culinary Chef Event. We received submissions from the Sunshine Chapter and the South Carolina Regional Group in April. Based on the strength of the submission, South Carolina was Chosen. During our board breakout session on May 14, 2019, it was decided that a list of goals, priorities, roles and responsibilities should be established as soon as possible. On May 15, 2019, the day after our board meeting, Fernando Diaz, Kelly Gaddes, Penny McPeak, Teri Schell, Trudy Craven, Michelle Purcell, Nicole Crawford and Susan Huntington met at Della's for the first planning session.

The following notes are from this meeting.

- Michelle Purcell, Arizona, shared learnings from their annual culinary event
- Priorities were established related to goals and timelines
  1. The purpose of making this an Inc. Event is to create a template that will be easy to follow for other chapters in

the future.

2. The Culinary Chef Event is intended to bring in food and beverage sponsors who have not been engaged with NEWH.
3. The Culinary event will most likely be held in October 2020 and involve local celebrity chefs and culinary student teams
4. The menu will be comprised of small bites/tastings
5. A professional event planner is being considered in order to help the team create a memorable event
6. The event is intended to primarily draw a local crowd outside of the usual NEWH attendees and become an annual Charleston event that expands NEWH scholarship awareness.
  - The next planning session will be held via conference call on 6/27 at 4pm Eastern Time

##### GOAL OBSTACLE

No

##### BREAKOUT FORMAT

Yes, it's a chance to brainstorm and get new ideas from others.

##### COMMITTEE TASKS

Upon being posed the question, there were no interested parties from the breakout session.

##### GENERAL COMMENTS

Our board report was issued in June, however, here is an update. Since the June submission, there have been two coordination calls regarding the Culinary event. A local event planner has been hired and the committee is in the process of establishing the budget, finalizing the date and selecting the venue location this week. The next coordination call is scheduled for 10/17/19 at 4:30 Eastern time

## VP/SCHOLARSHIP

### BRITTANY JOHNSON

#### Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Scholarship
- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization's mission and needs.

#### GOAL 1 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

Increase awareness of NEWH to educators/colleges in all hospitality majors, leading to higher involvement of educators across the organization and resulting in increasing the caliber of our scholarship program

##### THE MEASURE (How will you know when you have achieved the Goal?)

##### WHEN TO START?

Started Summer 2018 – Continuous efforts each year with proper hand off to new VP

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

Attend ICHRIE each year with transitions planned for each new VP of Scholarship. This will greatly increase our visibility in the hospitality management schools. -Follow up each year- Connect the professors met at the events with Inc. office and get them connected directly to their chapter scholarship director within two months of the conference. -Engage educators with scholarship announcements (filming student reactions, they get to be part of the mission and the joy of the scholarship process)

#### GOAL 2 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

Implement new financial portion of the scholarship application to ease confusion of both students and application reviewers.

##### THE MEASURE (How will you know when you have achieved the Goal?)

Improved accounting on applications, and less questions to the Inc. office. (Less confusion for students and application reviewers)

##### WHEN TO START?

Winter 2018

##### WHEN TO END?

Fully Implemented 2019

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

Previous steps: -Info gather, what is wrong with the current form? - Develop draft of new format -Review Draft at 2018 BDNY IBoD with Scholarship group Next Steps -Pick up changes from IBoD meeting (1/31/19) -Alter the online form to fit a paper form (2/23/19 – 3/10/19) Legal and Accountant need to review the new form (2/1/19 – 2/22/19) -Get the digital template updates to the web folks (through Inc. office) (2/1/19) -Be ready to implement the paper version at the same time the online version goes live (3/15/19) Fall Scholarships -BDNY IBoD 2019 check in with chapters on changes, to survey positive or negative reactions. (11/9/19)

##### COMMENTS

Many thanks and much gratitude to all of the chapter scholarship directors and presidents who helped pull together the congratulatory messages for Leadership. Absolutely amazing! And another big thank you to those that have helped review Inc. Scholarship applications.

#### MAY 2019 UPDATE:

##### GOAL STATUS

Goals are moving along.

**GOAL**

Update Application Financial Sheet- Will have updates ready and to Inc. Office by HD Expo

**GOAL**

Educator Engagement- NEWH will attend ICHRIE again this year to continue building the relationship and to meet more Hospitality Management Educators.

-Still seeking a Design Educators equivalent

**GOAL OBSTACLE**

We're still looking for additional ways to engage educators. If there are other national or regional educator groups that anyone is aware of please share them with Brittany Johnson, Jennifer Wellman or Nicole Crawford.

**ACTION PLAN**

The breakout teams have been instrumental to developing the new financial form as well as providing feedback to the Board of Directors and Executive Committee. As Scholarship is core to our mission we take all feedback and ideas very seriously and appreciate the insights to the struggles and successes felt by the chapters.

**COMMITTEE TASKS**

Jennifer Wellman (Scholarship Director) and I are looking forward to a working session prior to the IBoD this May to discuss how to best serve the chapters and fulfill the goals set forth.

**GENERAL COMMENTS**

Applications for Inc. Scholarships are strong, receiving some more international applications which is fantastic that we are reaching into Europe.

We will be working towards a Scholarship planning session to help define NEWH Inc. scholarships to add some rigor to the process and discuss if there are additional scholarships we can give and where we can present those.

**NOVEMBER 2019 UPDATE:**

**GOAL STATUS**

Goals are in progress: Educator Engagement- We have been working on many fronts on the engagement of educators and continue to engage with educators both at a chapter and Inc. level. Nicole has facilitated many calls with professors throughout the year, we have attended ICHRIE again to continue meeting Hospitality Management educators and look for continuing means to bring design and mgmt. educators to be part of the discussion around scholarship.

Updated Application- Edits have been addressed including the most recent list of FAQs in order to make the application clearer. This was to be reviewed at the Scholarship retreat but this had to be rescheduled due to availability, Brittany, Jennifer and Nicole are still striving to get the financial portion beta test going this year.

Scholarship Retreat- Scheduling conflicts arose; this will be rescheduled to happen in the new year.

Scholarship Reviews- This is an ongoing goal as it is needed each year for each scholarship, we're happy to say there were a LOT of applications to review this year at the Inc. level.

**GOAL OBSTACLE**

The only bump this year in the goals was scheduling the scholarship retreat, once this is back on the calendar we'll be back on track.

Not an obstacle but a huge amount of gratitude to Jennifer Wellman, Nicole Crawford and to all the chapter directors who helped review scholarship applications this year. There were many to read and review and we are so thrilled about the caliber of students we are awarding this year because of the thoughtful dedication of the reviewers. THANK YOU!

**BREAKOUT FORMAT**

These breakouts have been meaningful for Scholarship as we've been able to gain good insights to our hopes of updating the

application and it also has been great to generate ideas for future goals at the IBoD meetings. Scholarship may not need a breakout at each IBoD, each year depending on the goal activities in motion. In general, the energy produced at the breakout sessions and the ideas generated are very well worth the time spent.

**BREAKOUT ACTIONS**

It is great to have a good list of people who are enthusiastic about helping to move the organization forward. It's also important that we hear from each of the chapters and regions, there can be so many similarities and differences that it's helpful to engage in meaningful discussion about the state of the organization. The best outcomes are when the ideas help at both the chapter and the Inc. levels engage in new ways of thinking.

**GENERAL COMMENTS**

**NEWH INC. SCHOLARSHIP LISTING**

• **Hospitality Management Scholarships**

- NEWH Leadership Scholarship (Biennial)
  1. \$10,000 award
  2. Sponsor: NEWH Inc. (open to other sponsors)
  3. WINNER: **Maggie Cai (2018)**
  4. Awarded at NEWH Leadership Conference
- NEWH BrandED Scholarship in the name of Marriott
  1. \$7,500 award
  2. Sponsor: Marriott/NEWH Inc.
  3. WINNER: **Ajayi Oliver (2018)**
  4. Awarded at NEWH Leadership Conference
- NEWH BrandED Scholarship in the name of IHG
  1. \$7,500 award
  2. Sponsor: IHG/NEWH Inc.
  3. WINNER: **Taya Miller (2018)**
  4. Awarded at NEWH Leadership Conference
- NEWH BrandED Scholarship in the name of Hilton
  1. \$7,500 award
  2. Sponsor: Hilton/NEWH Inc.
  3. WINNER: **Courtney Barnes**
  4. Awarded at The Lodging Conference
- NEWH Women Leaders Scholarship
  1. \$5,000 award
  2. Female hospitality management students (only)
  3. Sponsor: Boutique Design
  4. WINNER: **Eng Ea**
  5. BD west (Boutique Design Power Players: Women Leaders in Hospitality Breakfast and Panel Discussion)
- NEWH Women Leaders Scholarship
  1. \$5,000 award
  2. Female Hospitality Management students (only)
  3. Sponsor: Boutique Design
  4. WINNER: **Kayla Simmons**
  5. BDNV (Boutique Design Power Players: Women Leaders in Hospitality Breakfast and Panel Discussion)

• **Interior Design Scholarships**

- NEWH Interior Design Scholarship
  1. \$10,000 award
  2. Interior Design students
  3. Sponsor: P/Kaufmann Contract
  4. WINNER: **Yi Hsuan Sung**
  5. Gold Key Gala
- NEWH ICON of INDUSTRY Scholarship
  1. \$7,500 award
  2. Major changes annually based on ICON
  3. Sponsor: NEWH Inc.
  4. WINNER: **Carolina Cardona**
  5. Gold Key Gala
- NEWH Harvey Nudelman Scholarship

1. \$5,000 award
  2. Interior Design students
  3. Sponsor: Fabricut Contract & FR-One
  4. WINNER: **Sarah Emily Osborne**
  5. HD Expo
- NEWH Ken Schindler Memorial Scholarship
    1. \$5,000 award
    2. Interior Design students
    3. Sponsor: Memorial donations/NEWH
    4. WINNER: **Atina Kia**
    5. Platinum Circle
  - NEWH Clifford R. Tuttle Scholarship
    1. \$5,000 award
    2. Interior Design students
    3. Sponsor: Donations/NEWH
    4. WINNER: **Antara Naik**
    5. Platinum Circle
  - NEWH Interior Design Scholarship
    1. \$5,000 award
    2. Interior Design students
    3. Sponsor: Elite Exhibitions
    4. WINNER: **Brennan Broome**
    5. Cruise Ship Interiors Expo
  - NEWH Interior Design Scholarship
    1. \$3,000 award given in the name of the Séura Studio Series professional design competition winner
    2. Interior Design students
    3. Sponsor: Séura
    4. WINNER: **Joana Sotomayor**
    5. BDNY: Boutique Design Power Players: Women Leaders in

Hospitality Breakfast and Panel Discussion

- **Interior Design/Architecture Design Competition Scholarships**
  - NEWH Product Design Competition
    1. \$4,000 award
    2. Interior Design/Architecture students
    3. Lavatory faucet design competition
    4. Sponsor: Symmons
    5. WINNER: **Jaclyn Hoffmann**
    6. HD Expo
  - NEWH Green Voice Design Competition
    1. \$7,500 undergrad and \$7,500 graduate award
    2. Interior Design/Architecture students
    3. Design competition criteria changes annually
    4. Educators may use competition as a class project; students may work in a team
    5. Sponsors: Amtrend, Florida Seating, POSH Textiles, Stickley Contract
    6. WINNER: **Brennan Broome & Raquel Raney, Keyaira Mumford**
    7. HD Expo
- **Universal Scholarship**
  - NEWH Fabric Innovations Legacy Scholarship
    1. \$10,000 award
    2. Interior Design or Hospitality Management students
    3. Attending college in Florida or at Cornell or New York University
    4. Sponsor: Fabric Innovations
    5. WINNER: **Daniel Vater**
    6. Platinum Circle

## SCHOLARSHIP

### JENNIFER WELLMAN

#### Job Purpose

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

#### 2019 GOALS

- Assist and work closely with new VP of Education, Brittany Johnson, and the NEWH Inc. office
- Reach out to all scholarship directors to find out where they may need direction
- Help scholarship directors build NEWH brand to students and promote chapter scholarship
- Continue to streamline online applications and scholarship process
- Continue to enlist volunteers to assist in judging Inc. scholarship applications by serving on the scholarship review committee
- Help as needed with next the scholarship NEWH Scholarship Stories video production

#### STEPS TO ACHIEVE GOALS

- Quarterly Scholarship discipline calls with chapters/regions
- Keep open lines of communication between VP/Scholarship, NEWH, Inc., chapters and committee members Committee calls, chapter outreach, overall team development
- Build relationship with each chapter scholarship director—make myself available for more in-depth conversations regarding chapter successes

#### LONG TERM GOALS FOR THIS POSITION

- Establish lines of communication with all chapter/regional Board of Directors Mtg. – May 1, 2019scholarship Directors, Student Representatives, Scholarship Chairs and provide support as required
- Work with chapters/regions to promote NEWH, Inc. scholarship opportunities
- Work with chapters/regions to establish new vendor sponsored scholarship opportunities
- Create a regularly scheduled routine of following up with past scholarship winners to track updates in their career path since receiving a NEWH scholarship

- Implement some of the “grass roots” ideas that were shared during the January 2018 IBOD scholarship breakout – going to the students in their environment, announcing scholarship at their school/studio during class (recording announcement) —*I’d like to get more information about some of the past discussions to make sure I am up to speed*

#### OTHER REPORT ITEMS

- Set up a time to talk to Becca about some of the past goals and meeting discussions to make sure we are continuing where we left off.
- Chapters please remember to send in pictures and videos of your recent scholarship recipients/awards event.

#### MAY 2019 UPDATE:

#### NOVEMBER 2019 UPDATE:

#### GOAL STATUS

Part of my goal was to unify the process for the local chapter scholarship directors. I have not started this task yet. We talked about it at the board meeting in May and I have a path, but I haven't started.

#### GOAL OBSTACLE

The year has been a year with a lot of change and I have been overwhelmed. I do feel like the I am starting to catch up (of course, it's almost November)

#### BREAKOUT FORMAT

Yes, the breakout sessions allow us to focus on what challenges people are having across the country and collective work to resolve the challenges.

#### GENERAL COMMENTS

I have seen the impact that NEWH has on so many students, and

I am proud to be a part of it. This is has been a crazy year with the acquisition of Lexmark, my marriage, and my move, but I will

commit to learning this role better for next year

### SCHOLARSHIPS AWARDED BY CHAPTER

| Chapter   | 2019      | total # of awards | Total Given    |
|---|-----------|-------------------|----------------|
| Arizona   | 1,500.00  | 123               | 127,300.00     |
| Atlanta   | 48,000.00 | 163               | 383,365.00     |
| Atlantic City/Philadelphia                          | -         | 14                | 49,500.00      |
| Chicago   | 60,000.00 | 142               | 450,073.73     |
| Cincinnati Region                                   | -         | 2                 | 5,000.00       |
| Dallas  | 30,000.00 | 193               | 466,200.00     |
| Hawaii Region                                       | -         | 4                 | 8,000.00       |
| Houston   | 20,000.00 | 138               | 226,125.00     |
| Las Vegas   | 55,000.00 | 172               | 477,604.92     |
| Los Angeles Founding Chapter                        | 71,000.00 | 373               | 898,598.00     |
| Memphis/Mid-South                                   | 2,500.00  | 2                 | 5,000.00       |
| New England Region                                  | 10,000.00 | 39                | 53,950.00      |
| New York  | 50,500.00 | 250               | 697,000.00     |
| North Carolina Region                               | -         | 4                 | 10,000.00      |
| North Central                                       | -         | 45                | 72,000.00      |
| Northwest   | 35,000.00 | 61                | 207,963.64     |
| Orange County Region (Southern Counties)            | -         | 68                | 88,950.00      |
| Pittsburgh Region                                   | -         | 4                 | 11,000.00      |
| Rocky Mountain                                      | 15,000.00 | 54                | 137,200.00     |
| San Diego Region                                    | -         | 3                 | 3,000.00       |
| San Francisco Bay Area                              | -         | 26                | 140,000.00     |
| South Florida                                       | 25,000.00 | 107               | 181,000.00     |
| Sunshine  | 20,000.00 | 83                | 253,500.00     |
| Toronto   | -         | 64                | CAD 120,013.00 |
| United Kingdom                                      | 6,000.00  | 30                | GBP 55,036.88  |
| Vancouver   | 3,000.00  | 7                 | CAD 16,500.00  |
| Virginia  | -         | 8                 | 16,500.00      |
| Washington DC Metropolitan                          | 79,000.00 | 150               | 593,300.00     |
| Clifford Tuttle Scholarship                         | 5,000.00  | 6                 | 30,000.00      |
| Elite Expositions/Cruise Ship Interiors             | 5,000.00  | 1                 | 5,000.00       |
| Future Hospitality Leaders Scholarship              | -         | 3                 | 15,000.00      |
| Green Voice Design Competition                      | 15,000.00 | 5                 | 30,000.00      |
| NEWH BrandED/Hilton                                 | 7,500.00  | 1                 | 7,500.00       |
| NEWH BrandED/IHG                                    | 7,500.00  | 1                 | 7,500.00       |
| NEWH BrandED/Marriott International                 | 7,500.00  | 1                 | 7,500.00       |
| NEWH ICON of Industry                               | 7,500.00  | 25                | 120,000.00     |
| NEWH Ken Schindler Memorial Scholarship             | 5,000.00  | 4                 | 20,000.00      |
| NEWH Leadership Scholarship                         | -         | 2                 | 15,000.00      |
| NEWH Women Leaders in Hospitality Scholarship Award | 10,000.00 | 10                | 50,000.00      |
| NEWH Sustainable Design Competition/School          | -         | 9                 | 40,000.00      |
| NEWH Sustainable Design Competition/Student         | -         | 17                | 75,000.00      |
| NEWH Vendor - American Holtzcraft                   | -         | 1                 | 3,000.00       |
| NEWH Vendor - Fabric Innovations Legacy             | 10,000.00 | 7                 | 70,000.00      |
| NEWH Vendor – Harvey Nudelman Memorial Scholarship  | 5,000.00  | 13                | 49,500.00      |
| NEWH Vendor – P/Kaufmann                            | 10,000.00 | 2                 | 20,000.00      |
| NEWH Vendor – Séura                                 | 3,000.00  | 4                 | 12,000.00      |
| NEWH Vendor – Symmons                               | 4,000.00  | 6                 | 24,000.00      |

|               |                      |             |                            |
|---------------|----------------------|-------------|----------------------------|
| <b>TOTALS</b> | <b>\$ 634,449.42</b> | <b>2447</b> | <b>USD \$ 6,337,566.60</b> |
|---------------|----------------------|-------------|----------------------------|

## VP/EDUCATION

### CHRISTINE WASMER

#### Job Purpose

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

#### GOAL 1 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

Create education resource database library drawing expertise from hospitality community

##### THE MEASURE (How will you know when you have achieved the Goal?)

Have program ready for implementation by BDNY 2020.

##### WHEN TO START?

Goal begins in January 2019

##### WHEN TO END?

When implemented and then supplemental goals will follow establishing implementation goals, measurement system to gauge value and areas for improvement

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

Continuous content collection. Category Survey to membership. Chapters to beta test format. Develop marketing/branding. Evaluate beta test feedback and implement changes. Survey beta testers with final platform before roll out.

#### GOAL 2 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

Establish NEWH Internship Program. NEWH through our scholarship initiatives discerns and identifies exceptional talent leading to a stronger future in hospitality.

##### THE MEASURE (How will you know when you have achieved the Goal?)

Process to be vetted and improved, ready for next step of implementation after May 2019 IBOD presentation

##### WHEN TO START?

January 2019

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

Program. Develop the process. Driver to be NEWH Inc. staff with assistance VP Education. Stakeholders: Hospitality employers, brands design/management, A & D community, culinary and purchasing.

#### COMMENTS

Ongoing challenges with Green Voice – scout out additional sponsorships and subject matter experts to contribute content for live sessions.

#### **MAY 2019 UPDATE:**

##### GOAL STATUS

**EDonline:** Finalizing questions and structure of subject categories for survey to go out to all chapters and regional groups.

Sent to all who participated in February breakout for comments before sending to INC. office INTERNSHIPS: Worked with Director Mary Ann Thornam in formulating structure. Pursuant to discussion with EC at Strategic Planning, the decision was made to change direction. Internships offered and students seeking same will become a registry within the existing Career Resources on NEWH website. Next steps are to build this into the resource page and be sure students have ability to upload their resume and portfolio to their membership page.

**GreenVOICE:** Working on BDNY session/speaker ideas. New sponsors are being added to support this initiative.

##### GOAL OBSTACLE

Time

##### ACTION PLAN

What are the Major Milestones? (Make it a Project!)

- February 2019: Create survey: create short program description and determine categories to include in program (up to 30):  
Product education                      Safety

New technologies

Hospitality design education

Sustainable/Wellness

Health

Wellness

Hotel Interiors

Restaurant Interiors

- March 2019: Survey chapters
- April 2019: Review: Gather, review, discuss, finalize categories
- May 2019: Outreach build committee @ May IBOD Vegas
- June 2019: Finalize committee members
- June 2019: Assign committee roles; engage final team
- August 2019: Create standard/definitions: General message, process, description of use, submission rules, what's accepted (links/PDF's, webinars, etc.), review process (approval/rejection procedures)
- September 2019: Create campaign name: Hospitality EDSource?
- October 2019: Logo development
- September-November 2019: Website development: Online form (submissions), layout, categories
- November 2019: Chapter beta test: North Central, Northwest, San Francisco
- January 2020: Review beta test results with committee
- January 2020: Modify as needed from beta test review
- January – February 2020: Marketing: Email piece for collection of content
- January – February 2020: Marketing: targeted materials for (educators, membership, tradeshow)
- March 2020: Eblasts/request for submissions
- March 2020: Communicate new initiative to chapters (build committee members through IBOD breakouts-continuous)
- Continuous collection: Content collection timeline/amount/grow list of categories
- March/April 2020: Review progress at Milliken
- April/May 2020: Build committee members around received categories
- May-July 2020: Load approved submissions to website-continuous
- Late July 2020: Survey beta testers with final platform
- August – September 2020: Review/modify beta testers feedback
- September 2020: Determine timeline for review process
- November 2020: Final phase
- November 2020 IBOD/NY: Build additional committee members

##### COMMITTEE TASKS

Some have responded to assisting with building the EDonline resource. I have emailed the survey to all for comments/suggestions. I also need assistance in building content and speakers for Green Voice sessions.

##### GENERAL COMMENTS

We are running about 1 month behind on the timeline. Once survey goes out, response will determine next steps.

#### **NOVEMBER 2019 UPDATE:**

##### GOAL STATUS

**Green Voice** – Director Education, Stacey Olson has formulated and executed great sessions at BD West, HD Expo and looking forward to excellent BDNY Conversations Sunday November 10th at NEWH Booth 2663 – 11 AM Natural Nuances: How to Design for Health-LED Restaurants; 12 PM Designing for Human Wellness;

12:30 PM Behavior vs. Design: Crafting Change; 1:15 PM Adaptive Reuse: What's Old Can Be New Again.

*EDonline* – Chair Dallas Bentley is moving toward accomplishments step by step. Defining direction, building committee (openings available for those who have a passion for education and sharing same). Website visualization to reality, process for submittal and building a framework to move toward BETA test.

*Continuing Education* – CEU process for Chapters/Regional Groups template for success being formulated and finalized by Director Continuing Education Mary Ann Thornam. Soon to be a part of Board Training.

*Mentoring* Chair Stacy Costa reaches out to chapters and participates on Event calls to assist in planning mentoring events.

## GOAL OBSTACLE

*Green Voice*: Developing new content is a challenge. Addressing this by formulating a committee to assist and find a Committee Chair.

*EDonline*: Ongoing challenge will be identifying and curating content and committee members to assist.

*Continuing Education CEU programming*: Identifying and curating CEU opportunities for use by Chapters/Reg. Groups as well as preserving and sharing unique NEWH CEU programming developed by same.

*Mentoring*: Encourage Chapters/Regional Groups to utilize the

best practices and ideas developed by Mentoring Chair

## BREAKOUT FORMAT

Breakouts are extremely helpful in communicating initiatives, progress and identifying how these projects can enrich our membership. They also provide IBOD Directors and VP's an opportunity to enlist volunteers to help us reach our goals, analyze our direction and make changes as may be deemed necessary.

## BREAKOUT ACTIONS

Breakout sessions advance the process of reviewing and working through the creative process toward reaching goal success. They also form a critique of the substance, direction and form an initiative may take.

## GENERAL COMMENTS

The team under VP education are truly valuable partners in accomplishing the goals and identifying how we can be better. Education is a valuable mission of NEWH and I hope to see others step up and let us know if they would like to be a part of NEWH Education committees: Green Voice, EOnline, Mentorship or Continuing Education

## CONTINUING EDUCATION

### MARY ANN THORNAM

#### Job Purpose

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

#### GOAL 1 - 2019

*THE GOAL STATEMENT (Start with a VERB!)*

Establish an Internship Program

*THE MEASURE (How will you know when you have achieved the Goal?)*

Upon approval of Executive Board

*WHEN TO START?*

Phase I – January 2019 – May 2019

*WHEN TO END?*

*WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)*

Develop program that ties to industry partners and hotel management.

#### GOAL 2 - 2019

*THE GOAL STATEMENT (Start with a VERB!)*

Develop a session for Green Voice and taking it one step further

*THE MEASURE (How will you know when you have achieved the Goal?)*

Presentation and presenter at a trade show

*WHEN TO START?*

Begin February and end by mid-November latest

*WHEN TO END?*

*What are the Major Milestones? (Make it a Project!)*

Ecological, social and human impacts on the built environment (compare globally)

#### MAY 2019 UPDATE:

##### 2019 GOALS

- Continue Development of Internship program when approved by EC
- Online Continuing Education

##### STEPS TO ACHIEVE GOALS

- Determine liability, feasibility and target market on Internship program
- Areas of initial concentration for online CEU's
- Determine if required CEU's would be accepted by NEWH

membership

##### LONG TERM GOALS FOR THIS POSITION

- Work to finalize the Internship program
- Implement with sponsors

##### YEAR TO DATE REVIEW

- Preliminary outline for Internship program submitted to VP of Education for review

##### OTHER

- I would like to develop a clear focus for Continuing Education. The initial workings concentrated on CEU's at the hospitality shows. Originally directed at attendees requiring these units professionally with the added benefit for NEWH to increase income for scholarship. With the changes in IDCEC benefit changed. Since then the direction has not been clearly slotted.
- Now with the educational resources that are being developed, targeting Green Voice, BrandED and Sustainability, which benefit the membership, sponsors and external participants, CEU units could be designed to add to that educational benefit. Developing a committee could expand on those resources.

##### NOVEMBER 2019 UPDATE:

##### GOAL STATUS

Initially my goals for 2018 were concentrated on developing an NEWH sponsored Internship program.

However, after initial discussions and research it was determined that this, from a liability standpoint, was not feasible.

At that point with the development of EOnline and BrandED, Continuing Education Units became my priority. "The development of a program for continuing education giving membership access to educational trends through distance and in-class learning from colleagues, industry professionals and educators. This will be accomplished by offering CEU events, and

white paper, training, online submissions, videos, as well as other approved formats from membership and industry partners." This is the objective as submitted and the first step will be forming a committee to carry this out.

### GOAL OBSTACLE

The only obstacle for me is time!

### BREAKOUT FORMAT

I feel that the breakouts are very difficult for the moderator to keep on track given the amount of time allowed. The attendees per breakout vary at every meeting; they offer good conversation, information and opinions although I would guess before and after actual participation is minimal at the national level. The key becomes whether to concentrate on what is taken

back to the chapter or a way, prior to the meeting, to establish clear objectives to encourage national committee work.

The national board meetings are organized, timed to the minute and always follow the agenda. I think these breakouts should be treated in much the same way for measurable success.

### GENERAL COMMENTS

With the rapid growth and expansion, now stepping up internationally, I think we look at this success at times in disbelief! It is truly phenomenal!! It shows that NEWH not only supports scholarship and education to the outside, but also requires that the inside membership keep learning, fine-tuning and always look for ways to improve!

## BRAND RELATIONS

### DEBBIE MCKELVEY

#### Job Purpose

- Develop and implement a program to introduce and educate membership about the Hospitality Brands.

#### 2019 GOALS

- Small/abbreviated events will be held at Leadership conference
- Have almost 9 events between Marriott and IHG's partnership
- Continue to develop and work creating marketing material to generate awareness among chapters and brands.
- Create agreement to use between NEWH & Brands for events

#### STEPS TO ACHIEVE GOALS

- Talk to chapters about hosting an event.
- Talk to Brands about getting the right person to travel and present to the brands.
- Work with Diane to have visibility on the website (marketing material and photos from events).

#### LONG TERM GOALS FOR THIS POSITION

- Continue to grow the program and establish guide lines to future events.
- Establish program so NEWH Inc. office can run the events

#### YEAR TO DATE REVIEW

- Chapters that have reached out for an event in 2019: NC (Charlotte), SF, WA, LA

### MAY 2019 UPDATE:

#### 2019 GOALS

- Continue to develop and work creating marketing material to generate awareness among chapters and brands. Focus on who the target audience this event is for.
- Work to create awareness with vendors on sponsoring events and the value it holds.
- Continue to talk with Brands about events for Chapters.
- Work with Stacy at HD Mag. To help market event to target group once 1<sup>st</sup> invite is sent.
- Work on getting sponsors early in early in year for all events. Set a tent. #/schedule of events (would like to plan on 6-8 for calendar year) they can plan on being part of. (like how City scene/wine & design sponsors are obtained).
- Have chapters help with marketing event to target audience & having the 2 signs at events (top ID & corporate partner).

#### STEPS TO ACHIEVE GOALS

## ED ONLINE CHAIR

### DALLAS BENTLEY

#### Job Purpose

- Develop and implement a program for online learning

### NOVEMBER 2019 UPDATE:

#### GOAL STATUS

- Talk to chapters about hosting an event.
- Talk to Brands about getting the right person to travel and present to the brands.
- Work with Diane to have visibility on the website (marketing material and photos from events).

#### LONG TERM GOALS FOR THIS POSITION

- Continue to grow the program and establish guide lines to future events.
- Establish program so NEWH Inc. office can run the events

#### YEAR TO DATE REVIEW

- 1<sup>st</sup> event for 2019 is on 4/25/2019 in NYC. Marriott-Tribute
- 2<sup>nd</sup> event is in works for 6/20/2019 in N. Central (MN). Hilton-Canopy
- Working with Teri for Sheraton, Delta events.
- Working with Lissa for IHG events.
- Working on events for these chapters: NC/SC, Phoenix, LA, Seattle, Dallas, Colorado.
- To date 5 events completed

### NOVEMBER 2019 UPDATE:

#### HOSTED IN 2019:

(3) at Leadership Conference S. FL by INC office Sheraton, IHG, and Tribute. (1) Tribute in NYC Chapter. (1) Canopy in MN Chapter. (1) Tribute in Dallas. COMING 12/12 Sheraton in DC/Marriott headquarters.

#### UPCOMING:

**January:**

**February:** Tribute in Toronto

**March:**

**April:** Sheraton in Phoenix at new Flagship hotel

Canopy: ready to go in Atlanta, Oregon (would like one in Dallas...but will hold off there since we will have done 2 there).

IHG: once Lissa has a new partner to present we will plan events.... most likely 2020 at this point.

Since the last IBOD meeting at the HD expo, ED online has made progress on a few fronts: messaging and marketing, committee creation, website development, and refinement of goals.

Christine Wasmer has worked with one of the breakout participants, Dallas Bentley, and Mary Ann Thornam, Director of Continuing Education, to craft messaging about ED online's purpose in order to solicit committee members and approach possible contributors of educational content. Christine has identified the many stakeholders such as corporate partners, contributors, site users, educators, chapter boards, and subject matter experts and discuss appropriate strategies with addressing them for maximum involvement in the project. She has acquired preliminary content in the form of white papers, CEUs, and articles to use as a test bed for preliminary development of the webpages for EDonline. A submission form has been created and is currently being tested via Diane Federwitz at Inc. Christine and Dallas refined the content categories with the help of the Survey sent earlier in the year, to prioritize the most sought after education content, which has helped in the development of the submission form and focused the committee on specific actionable topics to pursue with Christine's lists of possible contributors.

## EDUCATION

### STACEY OLSON

#### Job Purpose

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

#### GOAL STATUS

BD West was a success; NEWH magazine article published; Green voice sessions for HD are coordinated. BDNY are in progress.

#### GOAL OBSTACLE

Funding is always an obstacle as it limits our ability to source talented speakers from outside of the immediate area. Finding volunteers is also an obstacle. We need to cast a wider net to draw in volunteers to support development of green voice sessions, speakers & content, and help curate sustainable strategies to be rolled out at local chapter meetings.

#### COMMITTEE TASKS

I haven't received any volunteer contact information.

#### GENERAL COMMENTS

We'd like to increase the quality of education sessions, and "green" local chapters.

## MENTORSHIP CHAIR

### STACY COSTA

#### Job Purpose

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

#### GOAL 1 - 2019

The Goal Statement (*Start with a VERB!*)

Getting the Mentorship Program off the ground in at least 2-3 chapter in 2019

The Measure (*How will you know when you have achieved the Goal?*)

When dates have been set for the events.

When to Start?

Continue throughout year

When to End?

What are the Major Milestones? (*Make it a Project!*)

Atlanta chapter to pilot the Mentorship event in March

#### GOAL 2 - 2019

The Goal Statement (*Start with a VERB!*)

Pairing those who inquire on the website with mentors.

The Measure (*How will you know when you have achieved the Goal?*)

Once I have them connected to someone within their chapter board

When to Start?

Continue throughout year

When to End?

What are the Major Milestones? (*Make it a Project!*)

#### GOAL OBSTACLE

Not so much an obstacle – but much yet to be achieved:

The committee hopes achieve the following during Fall/Winter:

- add more members to the committee
- finalize marketing pieces for users and contributors
- test and development version of the website internally using Christine's early batch of content
- Solicit content from members, educators, and sponsors
- Test a beta phase of a more finished format and more robust content

#### BREAKOUT FORMAT

It is hoped to use the breakouts to attract committee members as well as content contributors

#### BREAKOUT ACTIONS

Breakouts afford the opportunity to attract committee members and others that can assist in achieving goals.

#### NOVEMBER 2019 UPDATE:

#### GOAL STATUS

We've made some progress recruiting people to join the NEWH Green Voice planning committee. We have additional work to do, including scheduling a formal meeting and reaching out to existing NEWH chapters to support joining the group.

#### GOAL OBSTACLE

The rush to schedule BDNY meetings took precedence. Consider targeting preliminary BDNY session descriptions in June, with full confirmation by August.

#### COMMITTEE TASKS

Yes; I've been working with Morgan Weiner (Gensler); he's been very helpful. We need to recruit additional members.

#### MAY 2019 UPDATE:

#### NOVEMBER 2019 UPDATE:

#### GOAL STATUS

Yes, I have offered my support to all chapter in reaching out for my assistance in planning a Mentorship event, fielded questions, assisted with organizing marketing collateral on the NEWH website. Placed students in internships, mentored students, etc.

No, I haven't seen a true Mentorship event done the way it was intended (with a round table type set-up).

#### GOAL OBSTACLE

It seems chapters have their own mentorship type events they prefer.

#### BREAKOUT FORMAT

Yes, it gives one on one with chapters in categories

## GENERAL COMMENTS

Since so many students reach out to the Mentorship Chair by way of the website, I think the position role should be expanded

to include reaching out to students and connecting them to mentors within their chapter. I have been doing that and even placing students for internships at IHG. I would love to continue in this role or something similar, working with students.

## VP/DEVELOPMENT

### LEIGH MITCHELL

#### Job Purpose

- Responsible for the well-being and growth of the NEWH, Inc. membership and expansion of NEWH, Inc. Generating methods of membership and revenue growth.
- Responsible for overseeing the successful execution of the 2019 Leadership Conference.
- Oversee digital marketing efforts to expand the presence of NEWH.

#### GOAL 1 - 2019

##### THE GOAL STATEMENT *(Start with a VERB!)*

Provide input as needed for a successful 2019 Leadership conference

##### THE MEASURE *(How will you know when you have achieved the Goal?)*

We will review the results after the conference and what can be improved

##### WHEN TO START?

Conference is February – initial review will be within 4 weeks via conference call, followed up by a meeting in Las Vegas

##### WHEN TO END?

When implemented and then supplemental goals will follow establishing implementation goals, measurement system to gauge value and areas for improvement

##### WHAT ARE THE MAJOR MILESTONES? *(Make it a Project!)*

Weekly goals and updates

#### GOAL 2 - 2019

##### THE GOAL STATEMENT *(Start with a VERB!)*

Develop and implement a lodging program between NEWH and Hotel owners/brands to provide discounted room rates to the membership.

##### THE MEASURE *(How will you know when you have achieved the Goal?)*

Review the status at the end of 2019 for number of hotels and locations. Are the hotels being used? are there enough?

##### WHEN TO START?

Already started and will continue to monitor and review processes yearly

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? *(Make it a Project!)*

Website information live by 2/2019. Announce at LC. Develop processes: growth, marketing, evaluation, etc.

#### COMMENTS

Work with Membership Director and Marketing/Social media as needed

#### MAY 2019 UPDATE:

##### GOAL STATUS

The Lodging Program has grown quicker than expected.

##### GOAL OBSTACLE

Working out the details on how to keep the information organized.

##### ACTION PLAN

Several attendees from the board breakout contributed to the growth with their contacts.

##### COMMITTEE TASKS

I have reached out to IBOD attendees to see who might have interest in helping with the lodging program.

#### NOVEMBER 2019 UPDATE:

##### GOAL STATUS

Lodging Program Goal: to have hotels in 15 major metro areas by the end of the year. Currently have 9 hotel relationships and 24 locations on the website.

Processes and protocols have been discussed but still need to be finalized.

2nd Goal: Leadership Conference Manual – Completed – outline created and submitted for continual updating.

##### GOAL OBSTACLE

Time, getting the word out – would love to see more exposure on the Lodging program so members take advantage of it and ownership groups want to join.

##### BREAKOUT FORMAT

Breakouts can be meaningful. It depends on the goal – further discussions on an initiative, idea gathering, or is there a specific goal/accomplishment.

##### BREAKOUT ACTIONS

I think the goal setting has been a big step in accountability.

## MEMBERSHIP

### SANDY BANKS

#### Job Purpose

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

#### GOAL 1 - 2019

##### The Goal Statement *(Start with a VERB!)*

Communicate a challenge goal to chapters and regions to choose (at least one) event they are planning for the year that designers would be the most interested in attending (hotel tour, TopID panel, etc.) to reach out (calling) all local design firms personally inviting them to their event.

##### The Measure *(How will you know when you have achieved the Goal?)*

Increased designer attendance at chapter/regional events (and future events!).

##### When to Start?

Communicate the goal to chapters and regions by April 1 (introduce during the first membership quarterly call, and personally email all membership directors the challenge goal).

##### When to End?

##### What are the Major Milestones? *(Make it a Project!)*

Chapters accepting the challenge and personally reaching out to design firms for the event, and incorporating this strategy at more than one event for future years.

#### GOAL 2 - 2019

##### The Goal Statement *(Start with a VERB!)*

Develop guidelines for chapters to implement a membership table at each event (based on the successful Northwest template). The membership table would give event attendees the opportunity to ask questions about different membership types available, find out volunteer opportunities available, and give guests the chance to engage in conversation as soon as they arrive at an event making them feel welcome. The individuals working the membership table

would also greet and welcome new members and introduce them to others guests at the event.

**The Measure** (*How will you know when you have achieved the Goal?*)

Sharing the guidelines with all membership directors, making the document available in the board resources section of the website.

**When to Start?**

Introducing the idea to membership directors during the 1st quarterly call of the year (February) and finished guidelines to be shared with membership directors during the 2nd membership quarterly call (in May).

**When to End?**

**What are the Major Milestones?** (*Make it a Project!*)

Chapter and regions starting to incorporate a membership table at events by mid-year.

**MAY 2019 UPDATE:**

**NOVEMBER 2019 UPDATE:**

**GOAL STATUS**

We hope to increase membership by 10% in each chapter. Membership does seem to be increasing. We will take a look at the end of 2019 to see if we have accomplished our mission. We also want to increase membership in the areas of design and ownership/ management companies. Remains to be seen.

**GOAL OBSTACLE**

Chapters claim membership and event attendance is difficult due to geographical challenges within their communities and finding programs that draw new members and interest remains a programming and membership handicap.

**BREAKOUT FORMAT**

Yes. I believe collaboration and sharing of ideas is important to generate interest and future planning of events.

**GENERAL COMMENTS**

We have had meaningful suggestions come out of our Membership calls that I would like to pass on.

A few chapters have formed a "buddy" program. They are assigning board members 8-10 members to stay in touch with and extend personal invitations to attend events in an effort to maintain membership.

Most chapters agree that Hotel tours are one of the best events to attract new members of the design community and usually

have a dedicated membership table to share information on the benefits of NEWH membership and sign ups on the spot.

Board members are urged to reach out to those whose membership has lapsed. It is important to understand why they will or will not renew.

For those chapters who find themselves in a geographic attendance challenge, one chapter has said they are planning an event each week in a different location to attract reps and asking that they bring a designer to the event.

Regional chapters as well as established chapters are urged to use social media to stay current and to keep people interested and involved. Highlight your membership, events, new projects in your area. Anything that will keep your community engaged. Also keep your event recap section up to date.

Make sure your invitations include details of the event and make it exciting!

As we move into the holiday season, Event ideas from the group are pumpkin carving contests, (you can enlist and feature your students.) Toy drives or Food Bank donation,

When planning your scholarship galas, have the scholarship recipients sit with your top ID awardees at the event.

Review how you are welcoming new members. It is important to connect with them to keep them involved. They could be your next new great board member. Establish a protocol that includes phone calls, email, social media, etc. to keep them interested and engaged.

A few additional event ideas to consider –

Have a round table discussion open to members only – Sponsors pay more and a membership is included in the sponsorship.

Thank you Cincinnati

Have a health / wellness social hour where you talk about Membership benefits. Thank you San Francisco

**MEMBERSHIP REPORT BY CHAPTER**

| chapter              | November 1, 2018 | 11/1/2018 w/Students | 2019 to date | 2019 to date w/ Students | % of Change since November 2018 meeting w/o students | 2019 non renewals          |       | 2019 new members/ past returning |       | voting members | non-voting | students |
|----------------------|------------------|----------------------|--------------|--------------------------|--|----------------------------|-------|----------------------------------|-------|----------------|------------|----------|
|                      |                  |                      |              |                          |  |                            |       |                                  |       |                |            |          |
|                      |                  |                      |              |                          |  | Students are not reflected |       |                                  |       |                |            |          |
| Arizona              | 95               | 134                  | 102          | 148                      | 7%   | 16                         | 15.7% | 37                               | 38.9% | 90             | 12         | 46       |
| Atlanta              | 383              | 616                  | 347          | 627                      | -9%  | 41                         | 10.7% | 68                               | 17.8% | 255            | 92         | 280      |
| Chicago              | 302              | 397                  | 331          | 419                      | 10%  | 26                         | 8.6%  | 93                               | 30.8% | 265            | 66         | 88       |
| Dallas               | 403              | 538                  | 391          | 513                      | -3%  | 23                         | 5.7%  | 57                               | 14.1% | 315            | 76         | 122      |
| Houston              | 143              | 212                  | 122          | 193                      | -15%   | 13                         | 9.1%  | 28                               | 19.6% | 87             | 35         | 71       |
| Las Vegas            | 193              | 261                  | 193          | 246                      | 0%   | 13                         | 6.7%  | 41                               | 21.2% | 152            | 41         | 53       |
| Los Angeles Founding | 226              | 272                  | 232          | 286                      | 3%   | 22                         | 9.7%  | 68                               | 30.1% | 193            | 39         | 54       |
| New York             | 417              | 514                  | 424          | 518                      | 2%   | 44                         | 10.6% | 108                              | 25.9% | 340            | 84         | 94       |
| North Central        | 175              | 344                  | 182          | 348                      | 4%   | 11                         | 6.3%  | 31                               | 17.7% | 117            | 65         | 166      |
| Northwest            | 235              | 286                  | 239          | 292                      | 2%   | 30                         | 12.8% | 57                               | 24.3% | 182            | 57         | 53       |
| Paris                | 0                | 0                    | 4            | 4                        | 0%   | 0                          | 0.0%  | 4                                | 0.0%  | 4              | 0          | 0        |
| Rocky Mountain       | 163              | 215                  | 160          | 235                      | -2%  | 14                         | 8.6%  | 39                               | 23.9% | 131            | 29         | 75       |
| San Francisco Bay    | 232              | 298                  | 224          | 289                      | -3%  | 26                         | 11.2% | 52                               | 22.4% | 170            | 54         | 65       |

|                            |      |      |      |      |      |     |       |      |       |      |     |      |
|----------------------------|------|------|------|------|------|-----|-------|------|-------|------|-----|------|
| South Florida              | 273  | 335  | 260  | 321  | -5%  | 24  | 8.8%  | 71   | 26.0% | 223  | 37  | 61   |
| Sunshine                   | 209  | 235  | 227  | 252  | 9%   | 17  | 8.1%  | 57   | 27.3% | 193  | 34  | 25   |
| Toronto                    | 117  | 145  | 129  | 158  | 10%  | 10  | 8.5%  | 38   | 32.5% | 104  | 25  | 29   |
| United Kingdom             | 103  | 118  | 136  | 156  | 32%  | 10  | 9.7%  | 57   | 55.3% | 114  | 22  | 20   |
| Washington DC Metro        | 297  | 377  | 341  | 413  | 15%  | 39  | 13.1% | 117  | 39.4% | 267  | 74  | 72   |
| Atlantic Canada Region     | 1    | 1    | 1    | 1    | 0%   | 0   | 0.0%  | 0    | 0.0%  | 1    | 0   | 0    |
| Atlantic City/Philadelphia | 72   | 90   | 72   | 88   | 0%   | 13  | 18.1% | 18   | 25.0% | 59   | 13  | 16   |
| Cincinnati Region          | 58   | 131  | 69   | 164  | 19%  | 17  | 29.3% | 14   | 24.1% | 58   | 11  | 95   |
| Hawaii Region              | 5    | 7    | 4    | 7    | -20% | 1   | 20.0% | 0    | 0.0%  | 2    | 2   | 3    |
| Memphis/Mid-South Region   | 75   | 128  | 71   | 129  | -5%  | 8   | 10.7% | 13   | 17.3% | 60   | 11  | 58   |
| New England Region         | 119  | 145  | 105  | 138  | -12% | 35  | 29.4% | 23   | 19.3% | 85   | 20  | 33   |
| North Carolina Region      | 79   | 121  | 83   | 125  | 5%   | 17  | 21.5% | 21   | 26.6% | 58   | 25  | 42   |
| Orange County Region       | 89   | 119  | 88   | 123  | -1%  | 13  | 14.6% | 17   | 19.1% | 72   | 16  | 35   |
| Pittsburgh Region          | 46   | 57   | 43   | 52   | -7%  | 16  | 34.8% | 14   | 30.4% | 36   | 7   | 9    |
| Regional Members           | 43   | 44   | 37   | 37   | -14% | 8   | 18.6% | 6    | 14.0% | 35   | 2   | 0    |
| San Diego Region           | 8    | 8    | 3    | 3    | -63% | 0   | 0.0%  | 0    | 0.0%  | 3    | 0   | 0    |
| South Carolina Region      | 20   | 27   | 29   | 38   | 45%  | 2   | 10.0% | 12   | 60.0% | 25   | 4   | 9    |
| Vancouver Region           | 106  | 170  | 96   | 162  | -9%  | 13  | 12.3% | 10   | 9.4%  | 65   | 31  | 66   |
| edited 30-October-2019     | 4687 | 6345 | 4745 | 6485 | 1%   | 522 | 11.1% | 1171 | 24.7% | 3761 | 984 | 1740 |

### REGIONAL MEMBERSHIP

| Regional Areas | 2019 | 2018 | 2017 | 2016 | Regional Areas     | 2019 | 2018 | 2017 | 2016 |
|----------------|------|------|------|------|--------------------|------|------|------|------|
| Alabama        | 1    | 1    | 1    | 1    | Kansas             | 0    | 3    | 4    | 3    |
| Arkansas       | 2    | 1    | 1    | 1    | Michigan           | 4    | 5    | 10   | 9    |
| Asia/Pacific   | 1    | 2    | 3    | 4    | Missouri/St. Louis | 8    | 4    | 4    | 5    |
| Australia      | 0    | 1    | 1    | 2    | Ohio               | 0    | 2    | 2    | 3    |
| Idaho          | 1    |      |      |      | Oklahoma           | 6    | 3    | 5    | 3    |
| India          | 0    | 1    | 1    | 1    | Utah               | 3    | 3    | 3    | 3    |
| Indiana        | 6    | 5    | 8    | 10   | Virginia           | 3    | 3    | 2    | 3    |

## NEWH CONFERENCES

### MONICA MEADE

#### Job Purpose

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

#### GOAL 1 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

To have a successful 2019 Leadership Conference and gain lessons learned looking towards 2021 Conference

**THE MEASURE (How will you know when you have achieved the Goal?)**  
at the completion of the conference in Feb 2019

##### WHEN TO START?

Gather information from participants and real time perspective of conference from flow of conference. End of goal will be Feb 2019

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

Set up a survey monkey for participants after the conference in order to gather information to be used towards the planning of the next conference

#### GOAL 2 - 2019

##### THE GOAL STATEMENT (Start with a VERB!)

Develop and produce a startup leadership conference in the EU (London, Madrid or Paris)

**THE MEASURE (How will you know when you have achieved the Goal?)**  
Goal will be achieved upon successful completion with participation of international EU participants on a one-day conference reflecting panels and discussion along with a mini trade show

##### WHEN TO START?

Begin planning Spring 2019 – Conference to be held Spring 2020

##### WHEN TO END?

##### WHAT ARE THE MAJOR MILESTONES? (Make it a Project!)

- gather and create list of attendees
- align with EU chapters
- decide on city and location
- create conference agenda including panels, topics and perspective speakers.
- confirm dates, location, panelist, budget, sponsorship, etc. for one-day conference.
- create marketing for conference, and sell sponsorship. 8- produce conference

#### May 2019 update:

##### GOAL STATUS

On track – we have started calls for the 2021 LC. Location has been selected. I have a committee established and will meet with them after our mtg. in May in Vegas to begin planning the panel discussions and list of speakers.

##### GOAL OBSTACLE

##### COMMITTEE TASKS

##### GENERAL COMMENTS

#### NOVEMBER 2019 UPDATE:

**GOAL STATUS**

Yes, I have formed a committee for the 2020 Leadership Conference and established bi-monthly meetings to create a list of potential key note speakers and panel concepts.

we have confirmed our:

- date
- hotel
- budget

We are looking at venues for the Presidents' dinner and VIP Happy Hour – looking to confirm by end of this year.

**SOCIAL MEDIA**

**HELEN REED**

**Job Purpose**

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

**GOAL 1 - 2019**

**THE GOAL STATEMENT** *(Start with a VERB!)*

Increase awareness of NEWH, Inc. events, mission and scholarships through social media platforms

**THE MEASURE** *(How will you know when you have achieved the Goal?)*

This is an ongoing goal, it is measured by social media engagement with followers and users

**WHEN TO START?**

This is ongoing

**WHEN TO END?**

**WHAT ARE THE MAJOR MILESTONES?** *(Make it a Project!)*

When we hit 4,000 followers on Social media platforms

**GOAL 2 - 2019**

**THE GOAL STATEMENT** *(Start with a VERB!)*

Story telling through social media

**THE MEASURE** *(How will you know when you have achieved the Goal?)*

This is an ongoing goal

**WHEN TO START?**

2019- NEWH will start to share scholarship stories as they come in to increase awareness about our Scholarships in Hospitality

**WHEN TO END?**

**WHAT ARE THE MAJOR MILESTONES?** *(Make it a Project!)*

Interaction with Colleges and students increasing the awareness of our scholarships

**MAY 2019 UPDATE:**

**GOAL STATUS**

Currently I am working on getting up to speed with goals set in

Several sponsorships have sold – created talking points for BDNY and IBOD members will wear a green ribbon on their badges to direct people to the NEWH booth and hopefully sell more.

**GOAL OBSTACLE**

No

**BREAKOUT FORMAT**

Yes

February and establishing a social media/IG schedule for NEWH, Inc. this is based on the breakout session from the Leadership Conference and chapter suggestions.

**GOAL OBSTACLE**

Finding content for post has been an obstacle which I am currently working on.

**COMMITTEE TASKS**

I did not receive any contacts for anyone interested in volunteering.

**GENERAL COMMENTS**

Would like to get more information from INC regarding upcoming programs or events that are going to be launched so that a strategy can be developed.

**NOVEMBER 2019 UPDATE:**

**GOAL STATUS**

Yes, it is ongoing goal monitored by engagement.

During the summer months there was fewer post but that is picking up again

Working on new goal established at Las Vegas meeting creating IG posts that are related to deadlines for Chapters that will be sent out to all Chapters for posting. Will be sending these each month.

**BREAKOUT FORMAT**

Yes- Feedback from the Chapters is so important so that we know what is needed to help with Social Media and marketing.

**VP/INTERNATIONAL RELATIONS – CANADA**

**CHRISTINE TUCKER**

**Job Purpose**

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

**GOAL 1 - 2019**

**THE GOAL STATEMENT** *(Start with a VERB!)*

Expand NEWH exposure and growth of membership in Canada

**THE MEASURE** *(How will you know when you have achieved the Goal?)*

**WHEN TO START?**

This is an initiative that has been an ongoing effort that will continue and results reflected in growth in membership in Canada

**WHEN TO END?**

**WHAT ARE THE MAJOR MILESTONES?** *(Make it a Project!)*

Focus on Montreal to secure and engage local interested individuals to join NEWH and assist in building these areas.

**GOAL 2 - 2019**

**THE GOAL STATEMENT** *(Start with a VERB!)*

Work with Toronto Chapter and Vancouver Regional Group to ensure continued success and growth within these Chapters/Regions.

**THE MEASURE** *(How will you know when you have achieved the Goal?)*

The goal will be achieved when each of these Chapter/Regional Areas have strong committed board members with succession plans in place. Engage and groom ideal candidates in Canada for NEWH International involvement to continue in succession of my current position on the International Board

**WHEN TO START?**

This initiative is in place and continue to work with both Toronto and Vancouver on a constant basis

**WHEN TO END?**

**WHAT ARE THE MAJOR MILESTONES?** *(Make it a Project!)*

Milestones are shown in having the excellent board members in

Vancouver and Toronto. Both Boards are working on NEWH Events for 2019 and membership growth. Results will be evident in the years Programming/Fundraising/Scholarship Events and membership participation and satisfaction with what each Chapter/Region has provided.

**COMMENTS**

Constantly on look out to welcome and engage continued growth in our Membership at also new Board Members.

**MAY 2019 UPDATE:**

**GOAL STATUS**

Ongoing goals for Canada are a continuing effort to expand the NEWH exposure and growth of membership in Canada. With successful events in the Toronto Chapter and Vancouver Regions brings interest and new members to our membership base. We are also ensuring a focusing on retention of past due members to ensure the current membership remains a part of NEWH. Currently we do not have any candidates in place to initiate any new Regional Groups in Canada but remain on the lookout for positive fit and growth opportunities. I am attending Tradeshows and other Association Events looking to education and promote NEWH to others in our Industry. Chapter success and strong boards are very positive in both of our Chapter and Regional Groups. As the 2019 Events Calendar unfolds each Director continues to complete their current roles and will review at the end of the year succession potential within the Chapters / Regional Groups. We were pleased to have 5 from Toronto and 5 Vancouver Board Members attend the Leadership Convention and IBOD. This exposure to IBOD is key for succession in each Chapter in initiating interest of further succession in NEWH Board of Directors roles in the future.

**GOAL OBSTACLE**

**ACTION PLAN**

No Breakouts were done in regards to this initiative.

**COMMITTEE TASKS**

**GENERAL COMMENTS**

We are once again working with HOST Milano for the 2019 NEWH Contingency for this upcoming trip to Italy in Oct. Looking forward to bringing a new set of our members to experience the HOST Show this year.

NEWH strength is you and your involvement. Thank you for your participation to make it happen!

**NOVEMBER 2019 UPDATE:**

**GOAL STATUS:**

The goals for VP IR Canada are to have healthy Chapter in Toronto and Regional Group in Vancouver. Both are doing well and doing my best to be a mentor and provide communication when needed. We are always open to further growth in Canada but at this time there are no candidates in other Provinces looking to develop NEWH in their areas.

**GOAL OBSTACLE:**

No obstacles at this time.

**BREAKOUT FORMAT:**

I do like the breakouts at IBOD meetings as allows Chapter and Members to interact typically with similar concerns in each Chapter. With discussions and sharing individuals offer excellent insight on their own Chapter success stories motivating other Chapters.

**BREAKOUT ACTIONS:**

Allows members to get more involved with initiatives.

**GENERAL COMMENTS:**

**VP/INTERNATIONAL RELATIONS – UNITED KINGDOM**

**JONATHAN YOUNG**

**Job Purpose**

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

**NOVEMBER 2019 UPDATE:**

**PAST PRESIDENT**

**TRISHA POOLE**

**Job Purpose**

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

**2019 Goals:**

**GOAL 1 - 2019**

**THE GOAL STATEMENT** (*Start with a VERB!*)

Engage hospitality brands in BrandED program to increase financial support and engagement within NEWH.

**THE MEASURE** (*How will you know when you have achieved the Goal?*)

December 2019 have at least two fully funded scholarships from two brands/December 2019 deliver two new BrandED sessions to two-chapters above and beyond what we have delivered to date.

**WHEN TO START?**

Start in February 2019

**WHEN TO END?**

End in December 2019

**WHAT ARE THE MAJOR MILESTONES?** (*Make it a Project!*)

January 2019: Collect new contacts for BrandED programs at ALIS 2019  
 February 2019: Meet with Debbie McKelvey and BrandED Ambassadors to create a draft schedule for 2019 sessions with IHG and Marriott at IBOD meeting  
 March 2019-November 2019: Market to new BrandEd partners and follow up as required to engage them in the program. Maintain regular contact with Ambassadors and Debbie to confirm program

success at the Chapters and provide support as required.

**GOAL 2 - 2019**

**THE GOAL STATEMENT** (*Start with a VERB!*)

Confirm value and effectiveness of Scholarship Video program. Establish a budget and outline of the future program and who will manage the project.

**THE MEASURE** (*How will you know when you have achieved the Goal?*)

When I have presented a scope document proposing the future of scholarship video program.

**WHEN TO START?**

Start March 2019

**WHEN TO END?**

End November 2019

**WHAT ARE THE MAJOR MILESTONES?** (*Make it a Project!*)

April 2019: Gather all budget information from NEWH Inc related to past video productions November 2019: Provide draft scope document to EC for review and comment.

**MAY 2019 UPDATE:**

**GOAL STATUS**

*BrandED:* Great progress on BrandED! We added Hilton with sessions on Canopy this year. We also added two new Marriott

brands (Tribute Portfolio and Sheraton) joining Delta. Debbie McElvey, Chair of BrandED is doing a fantastic job with the development of this program. As we meet challenges we are working through solutions. I encourage all to read her report and contact her with any interest or questions related to this new program. **Scholarship Video:** The video was launched at Leadership Conference and the new shorter version is now available. We plan to make this available to all chapters for use in their future events. The same guidelines apply to the use of the video but we will load this video on YouTube this year to make it available to many students and potential members.

**GOAL OBSTACLE**

**BrandED:** There were some obstacles on sponsorship and scheduling but I feel we are solving these as we move forward. Debbie has been a great problem solver!

**ACTION PLAN**

We did not have a break out on anything related to my goals.

**COMMITTEE TASKS**

N/A

**GENERAL COMMENTS**

I wanted to make sure IBOD members know we have made updates to the TopID program due to many comments we received from chapter boards. We thank you for your input and hope the modifications to the point system will address some of your concerns. We encourage you to honor these TopID firms at your fundraisers and high level events to acknowledge their commitment to excellence in the industry and support of NEWH.

**NOVEMBER 2019 UPDATE:**

**GOAL STATUS**

GOAL 1 – 2019 Engage hospitality brands in BrandED program to increase financial support and engagement within NEWH.

Building Brand Partners. We have reached our goal of adding new brands and scholarships through the BrandED Program. Hilton has become a NEWH Brand Partner and engaged with the educational process through the BrandED Program and

delivered educational sessions this year for the Canopy brand (see Debbie McKelvey's Board Report as Director of BrandED for more information).

We awarded the first BrandED Scholarship at Lodging. This \$7,500 scholarship was awarded to Courtney Barnes, a hospitality administration graduate from University of Nevada, Las Vegas Harrah College of Hospitality. This BrandED scholarship was awarded with Hilton as the co-sponsor. The VP of Canopy Brand from Hilton International joined Cindy Guthrie on the stage to present this award at the Lodging Awards Luncheon. It was a great milestone achieved for NEWH! We were also able to negotiate conference sessions within the 2019 BDNY Trade Fair + Conference. NEWH sponsored two BrandED sessions. This will be something we can do moving forward with the BDNY Show.

GOAL 2 – 2019 Confirm value and effectiveness of Scholarship Video program. Establish a budget and outline of the future program and who will manage the project.

NEWH Scholarship Video and Launch since Leadership 2019. Since debuting the video at 2019 Leadership Conference we have posted it on multiple platforms. It is available on YouTube, NEWH Chapter pages and NEWH org site. The video has 3-minute and 6-minute versions that are being utilized at international events and chapter events. We welcome comments of how this video can be better serve our chapters. Currently it is utilized when approaching industry leaders and other professionals that may not totally understand who NEWH is. It has been helpful in quickly gaining support from strategic relationships that assist NEWH in furthering our mission of scholarships and education of the hospitality industry.

We are working on the plans for the 2021 video and look forward to sharing more incredible student stories. If your chapter has a past recipient that has a compelling story that you believe our NEWH supporters need to hear please share with Nicole Crawford at NEWH Inc office.

**EXECUTIVE ADVISOR**

**JULIA MARKS**

**Job Purpose**

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

As I enter my final year on the NEWH Inc Board of Directors, I reflect back on the wonderful experiences I have had both personally and professionally. It's been an absolute honor to serve with you all. This year my goal is stay engaged and support the NEWH IBOD in all of its endeavors.

**May 2019 update:**

**GOAL STATUS**

Goal: To develop and implement annual board training for IBOD Phase one of NEWH Inc Board of Directors training began at the IBOD meeting in February. Our primary goal is to educate our board members on the history of and the current state of NEWH Inc, how the board is structured and how it operates on a day to day basis as well as at board meetings. We want all board members and delegates to be able to participate and understand why we do what we do.

**GOAL OBSTACLE**

**ACTION PLAN**

We will review the meeting and feedback in June and put a best practices document in for future board training by the end of 2019

**NOVEMBER 2019 UPDATE:**

**GOAL STATUS**

**GOAL OBSTACLE**

**BREAKOUT FORMAT**

Very meaningful but easily off on tangents. This is our opportunity to really learn more about our board members, our chapter boards and the thoughts and needs of our membership. I would encourage slightly smaller groups where side conversations can be kept to a minimum and the groups can dig a little deeper into topics.

**BREAKOUT ACTIONS**

Great ideas come out of brainstorming sessions but additional time in between meetings needs to be spent in implementation

**GENERAL COMMENTS**

As my term is fulfilled at the end of the year, I want to thank my NEWH family for the many years of love and support and all of your hard work and dedication given to this amazing

organization. It has truly been my honor to work alongside you,

to learn from you and to be a part of the team.

## NEWH MEDIA AMBASSADORS

MICHELLE FINN/STACY RAUEN

### **Job Purpose**

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

## NEWH CORPORATE AMBASSADORS

MATT DESHANTZ/ GRETCHEN GILBERTSON/ JORDAN MCINTURF/MICHAEL SMITH

### **Job Purpose**

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

## NEWH BRAND AMBASSADORS

TERI UROVSKY / BARRY SULLIVAN

### **Job Purpose**

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

## NEWH STAFF

Jena Seibel/Susan Huntington/Diane Federwitz/Nicole Crawford/Julie Hartmann/Kathy Coughlin/Brenda Brown

### 2020 BOARDS

**Mandatory Discipline Calls** – Remind ALL board directors to participate in the mandatory discipline conference call for their respective position. These calls take place in November and December prior to the New Year. Board members must participate in order to serve on the Chapter Board of Directors. Please note: We have changed our teleconference platform to Global Meet – logging into the webinars will be a bit different this year so please be aware and read the emails carefully to log in.

**Ensure a Smooth Transition into 2020** – include those new 2020 board members in your end of year (Nov/Dec) board meetings so your current board members can mentor the new members. The new board members can see how the board meetings operate and will have the opportunity to ask questions of the current board member in their position to ensure an easy transition to your new board.

**Succession Planning** – the Chapter Board nomination process is complete!! 2020 Board Announcements have been sent out and we are looking forward to a Great Year. We had a record number this year turn out for nominating and voting, plus we had some members respond to the Announcement where there are open spots on a Board. Many thanks to your membership for stepping up and taking an active role. There are some Chapters that have open spots in key position so please keep on the lookout for upcoming board members! As members reach out to serve, help them select the perfect spot on your boards. We appreciate all that hard work that goes into the whole process from start to finish. *Job Well Done!*

**In house Board Training** - Chapters due for in-house board training will be, or have been, notified and dates are being scheduled. All others can request a two-hour webinar with their chapter boards covering board positions, NEWH Mission, Who we are, calendar, by contacting jena.seibel@newh.org

**Chapter Business Plan** – Chapters – Be sure to complete your annual business plan and send to the NEWH office. This is a basic roadmap for your chapter as you plan for next year. Use this in your strategic planning meetings.

**Chapter Budget** – Start putting 2020 budget together now in order to approve at your first board meeting in January. If there is not an approved budget in place, all expenses must be voted upon until the budget is approved. Remember, it is not up to just a few board members to create your budget, each director should be turning in their budget according to their discipline to the chapter treasurer who then includes in master budget.

### MEMBERSHIP

**Dues Renewals** – Many members have an early January due date. Get a membership renewal committee in place to call those on the dues report who have an upcoming dues date or those who have recently lapsed who have not yet renewed. Encourage them to renew online (Renew your Dues link is on the top menu of the NEWH website) and personally invite them to your next chapter event. Your goal – to RETAIN the members you have! If you are a board member, be sure your membership is current!

**Membership Drives** – Each chapter should plan to have one membership drive annually. If you are offering a discount membership as incentive to join, please remember that it only applies to new members, it does not apply to renewals or past

members. We will verify eligibility in NEWH office. Please be sure to have your new member fill out an application including payment information and send to Kathy in the NEWH office within a couple days of the event. When setting a discount, keep in mind that with discounted memberships, as with all memberships, the NEWH, Inc. portion is \$75.

**Attracting New Members / Retaining Members** – As you start planning your 2020 event calendar, make your events inviting and intriguing to members and potential members to attend. Everything revolves around programming. If your programs are content rich, people will want to attend. Not sure what members are looking for? Conduct a member interest survey and ask your members what they would come to and what would make them join (contact Diane at the NEWH, Inc. office to set this up). Another great resource is to participate in the quarterly conference calls for your discipline to find out what others chapters have had success with as well as read chapter reports in the board packet.

**Member Approvals** – New members are anxious to know that they are approved and look forward to being involved so please continue to approve them within 30 days and let Kathy know of the approval, and please welcome them within a few days of approval. To ensure timely approvals, anything over 30 days will be reviewed and approved by Shelia in the NEWH office.

**Business Membership categories:** Be familiar with all of the business membership categories available. You can find a description and applications at this link:  
<http://newh.org/business-membership/>

### EVENTS

**Event Calendar** – as you set your 2020 calendar, forward your dates to Diane in the NEWH Office to put on your chapter website calendar. Many individuals look at the online master calendar when deciding on business travel dates and plan accordingly so they can attend another chapter's event – have that information available to them.

**Planning your 2020 Events** – To avoid board burnout, focus on a few high quality events instead of many events. Fill in 'off' months with simple sundowners or no host/no sponsorship networking events at local establishments that perhaps were newly renovated - see if they will offer tours.

**Holiday Events** – as your chapter/region is planning holiday events, please remember that NEWH is not in the business of throwing parties. If you are planning a 'gala' or 'black-tie' event with a high ticket price, your event will be slated as a fundraiser and will be expected to bring in 40% net proceeds from the event. If you are planning a program with a moderate ticket price (\$30-\$40) be sure your event has a programming aspect to it (tour, panel discussion, speaker, etc.). Networking holiday events are fine but should be planned as such - no-host bar and/or low (\$10-20) ticket price and no/low sponsorships to cover appetizers.

**Corporate Partner banner** – A 2020 corporate partner banner will be sent to the chapter president/regional steering committee chair in January and is required to be displayed at all events. Remember to thank partners as well as individual event sponsors. Slides are available of the partner logos to incorporate into event sponsor power points running at events and available in the Board Resources section of the website.

**Sponsorships** - Companies are now doing their budgets for 2020; therefore, it's a great idea to get notification of your 2020 events

out to potential sponsors now so they can request sponsor dollars for your events. Even if you don't have dates confirmed but know what kind of events you may be hosting, put a brief event/ calendar together or at least information on your large fundraiser to get in their budget.

**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.

**2020 Regional Tradeshows** – the schedule is as follows: Orlando, FL – January 23, 2020; Dallas, TX – March 31, 2020; Bethesda, MD – April 23, 2020; Atlanta, GA – September 1, 2020; Houston, TX – fall TBA

## SCHOLARSHIP

### NEWH Leadership Conference February 11-13, 2021 (Seattle):

Consider sending students/scholarship recipients (most chapters send 1-2); discuss budget costs with your board.

- Conference pass, airfare and double occupancy lodging costs can be taken out of chapter admin or scholarship funds (if the chapter has excess funds)
- All expenses must be voted and board approved
- Watch for early bird deadlines for registration and hotel costs

**Tell our story** – Utilize the NEWH Scholarship Stories video (extended or trailer) at your next event (see user guidelines). Keep the story going, use this quick intro prior to showcasing the video:

*NEWH was founded in 1984 by a group of visionary women who developed the idea that those who had established careers could lend their support and share their experiences with those just entering the field.*

*Through the generosity of our members and sponsors, NEWH is able to fulfill their core mission which is to be a networking resource for the hospitality industry, to provide scholarships, education, leadership development, and business development opportunities.*

*That vision from 1984 and your support has now awarded over \$6 million in scholarships to date, helping students like these.*

Ensure your audience understands what's behind our name; promote the NEWH story and mission.

**Connect and grow** – Visit colleges, reach out to college student groups, hold student/educator events at an easy location for students/educators, post scholarship details on college social media pages-grow the connections. Ask a student to serve as a student representative to spearhead communication about NEWH benefits/activities. Students are our future, by involving and interacting with students you're helping to build future board and committee members.

## WEBSITE/SOCIAL 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! Contact [diane.federwitz@newh.org](mailto:diane.federwitz@newh.org)

### Social Media Update:

**Facebook:** Each chapter has their own Facebook page that is linked to the NEWH Twitter account. When you post on FB, it is automatically tweeted. Please be proactive and keep your FB current with chapter happenings.

**Instagram:** If your chapter has an Instagram account, let Diane know your account name/password. She can add the Instagram link to the bottom of your email broadcasts. Please see the board resources/marketing section for updated Instagram guidelines.

**LinkedIn:** Chapters can establish their own LinkedIn account.

Please send admin access to NEWH, Inc. office to have on file in an event the chapter admin is unavailable/unreachable.

**Twitter:** 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, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted. All Facebook posts are automatically tweeted to the NEWH Inc. Twitter account so please put your chapter name in any Facebook posts you make (i.e. 'NEWH/New York thanks its event sponsors!') so those following the NEWH Twitter account know which chapter the tweet is for (i.e. do not just post 'come to our event').

## FINANCE

### Banking

- Signature cards will soon be going out for the 2020 term. Please be on the look-out for an email from Susan Huntington regarding those. Chapters cannot process checks until those are completed and on file with the bank.
- Chapter Events are reimbursed to Chapters by EFT within 30 days of the closing of the event. The Results of Activity Report must be completed and submitted to Susan within 45 days following the event date. These reports are important in order to verify all finances are accounted for upon the close of an event.
- PWB Bank statements (for the previous month) are delivered electronically 2-3 business days following the close of the month which are then emailed to the Chapter's Board.

### GoPayment App

- Chapters should use GoPayment to accept credit cards on site for silent auction, raffle, door ticket sales –GoPayment guarantees that funds are received immediately.
- Do not use Go Payment for processing membership dues – new or renewal. Membership dues need to be sent to Inc.
- The swiper/reader is not necessary to process cards. The "scan card" feature can be used in the app. For more information, contact Susan.

### QuickBooks Online

Easy and effective way to track your Chapter's finances up-to-date.

- If you have any questions or concerns on how to utilize QB Online, please contact Susan

### Checkbooks

- New for 2020! In an effort to take some stress off the Chapter Treasurer position and stay compliant with federal W-9 and 1099 tax forms, Effective January 2020, all Chapter checkbooks will be handled through the INC office. Please make arrangements with your Chapter to have the checkbooks sent no later than January 15<sup>th</sup>. Contact Susan Huntington for a UPS label and to make those arrangements.

### Deposits

- Please do not send cash for deposit to NEWH, Inc. Two people should count the cash for accuracy. Either a personal check or a cashier's check for the amount of cash can be sent to the INC office.
- Send checks for deposit in a timely manner to avoid stale dated items, make copies of all checks for your records.

### Chapter Financial Reports / Profit and Loss

- Accounting is Cash Basis (Jan - Dec). Revenue and Expenses are recorded at the time cash is received and expenses are paid out.
- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled.

### Chapter Budgets

- 2020 budget development should be in early stages.
- 2021 Leadership Conference travel and registration fees should be considered in your 2020 budget.
- Monitoring the budget will keep you financially stable. These figures should sync with all event budgets.
- Ask questions if something does not appear to be correct. Finances are the responsibility of all board members, not just the treasurer.

**Chapter Credit Card**

- NEWH, Inc. holds a Chapter credit card which should be utilized by all Chapters to make down payments, pay invoices, etc. in lieu of using personal accounts and waiting for reimbursement checks. (Request should be made **5 days** prior to the date due). The credit card number cannot be shared so please contact Susan in advance. There is no fee to utilize the credit card.

**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 – Susan Huntington or Julie Hartmann
- Secretary – Kathy Coughlin
- Membership – Diane Federwitz or Kathy Coughlin
- Scholarship/Education – Nicole Crawford
- Compliance/Raffles/Auctions in your state: Nicole Crawford
- Programming/Fundraising – Diane Federwitz;  
Event RSVPs – Julie Hartmann
- Regional Tradeshows/Corporate Partners / Leadership Conference– Jena Seibel or Brenda Brown
- Green Voice – 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

Currently we are training our 2020 new membership director: Dan Lynn and have started to plan a membership drive with a tour for beginning of 2020. Also Dan is establishing a new bring a nonmember incentive to our members.

#### PROGRAMMING

We are finishing out the year with two events; Supper Club and Honors. Kamberly is planning a tentative 2020 calendar to help with our new programming director and for our Strategic planning meeting in November.

#### SCHOLARSHIP

Shannon J is finishing out the scholarship submittals this month and will be awarding at Honors. Currently planning a January event with students and professionals for resume building and career forum also being a student membership drive too!

#### FUNDRAISING

Currently Tammi is focused with her Honors committee team and promoting sponsorship for our Honors event in December.

#### OTHER CHAPTER HIGHLIGHTS

Had an amazing sitting area at the Lodging Conference for our NEWH members and non-members design by our chapter members Mendil and Meyer.

Participated with ASU in their clubs and organizations event. We as Arizona chapter were able to speak about NEWH and how

students can get involved. They were very responsive and looking at ways we can do more campus events.

#### CHAPTER/REGION GOAL

Our goal was to have successful meaningful events and not jam up the calendar with events every month. We did have a few hiccups with our Arizona Cardinal event just too expensive and had communication problems with Cardinals. But we have had great turn outs on all our events this year.

#### REPORT BACK TO CHAPTER/REGION

Yes, the following meeting after our IBOD meeting we discussed what we took from it and what we could do to challenge our directors and we came up with revising our NEWH Honors event.

#### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Ideas on how we can get our Industry professionals to feel like our chapter is bringing them value. Possibly new ideas how to highlight our members?

**Staff Note: There are many great ways to highlight members! Post member news on chapter social media sites, NEWH Magazine, chapter website, and chapter publications (new positions, new products – provide link to company website). Create a member spotlight on your chapter page, highlighting a member each month. Recognize your chapter's Top ID recipients on social media and publications. Identify members at your event with a member ribbon or sticker – make them feel special!**

### ATLANTA

Dallas Bentley & Jennifer Wellman, delegates

*chartered May 5, 1995*

#### MEMBERSHIP

No report from director. Our membership is flat from October 2018 (578 members) to October 2019 (576 members).

#### PROGRAMMING

Programming was largely off for the summer. We had an event at newly opened restaurant on the Beltline called Cold Beer designed by Ai3 in September 2019.

#### SCHOLARSHIP

Our scholarship director visited nine schools including four new schools throughout GA and SC. VP Admin and student liaison assisted with three visits. This is a record number of schools visited.

60 Scholarship Applications received for chapter scholarships. RECORD NUMBER!

#### FUNDRAISING

Golf event June 2019 met our fundraising goals. Upcoming golf date has been secured for June 15, 2020. Looking to draw more crowds this year since it will be the second year having the event in the summer time. Also, upping the raffle item selections to higher priced gifts to draw more interest and modifying the theme to something everyone can enjoy.

Holiday Gala & Awards Ceremony – Top ID and Scholarship. Scholarship committee visited and priced new venues for this year's Gala. The event is staying at the Fox after cost analysis. 18 out of 26 sponsorship tables sold as of October 10th, 2019 for December 5th event. Will have a live band this year. We expect to sell out this year and earn \$25,000 or more for scholarships.

#### OTHER CHAPTER HIGHLIGHTS

CEU & Green Voice chairs held our first sustainable CEU event on 9/19 at Interface Basecamp. The event featured a sustainable

marketplace with 8 vendors displaying the newest trends in sustainable design. USGBC and Lifecycle Building Center had display tables to bring awareness to our local sustainability resources. Two GBCI CEUs were presented – one by Interface and one by Moen. We had approximately 30 designers from 5 different Atlanta firms and a large presence of students from SCAD. It was a free event to the Atlanta design industry, and all food and drinks were provided by marketplace sponsors.

#### CHAPTER/REGION GOAL

One goal is growing our professional development/portfolio event with students and industry mentors. We had a successful event last Spring. Our Programming Director, Student Liaison, Scholarship Director, and VP Administration planned and attended the event, a true team effort when we didn't have an Education Director position filled.

#### REPORT BACK TO CHAPTER/REGION

Yes, we report back to our chapter board. We reported back after the May IBOD regarding Trudy's training, the Board Report submission motion, and EDOnline progress. People were attentive and one board member joined the EDOnline board effort being led by the IBOD.

#### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Advice on best practices for encouraging participation of inactive board members.

**Staff Note: We would suggest having the VP or President sit down and have a one on one conversation regarding the inactivity. Perhaps they are not sure what they are supposed to be doing, someone else may be overstepping and doing it for them, or maybe they have had a life change and cannot commit now. Whatever it is, a professional personal conversation is**

Advice for how to manage responsibilities for positions that are unfilled at start of year or become vacant during the year.

**Staff Note: Divide and conquer – we suggest all board members**

reach out personally by phone to members they think would be great on the board... personally ask them to join the board in a small capacity.

## ATLANTIC CITY/ PHILADELPHIA REGION

Courtney Elfand, steering committee chair

September 9, 2008

### MEMBERSHIP

Monica Blair-Smith is the new membership director with Janet Cackovic serving as her chair. They are working with our Marketing Chair, Nicole Marengo to create a stronger presence on social media regarding membership and upcoming events. Since their taking on the position there has been a surge in membership for the months of August and September. All steering committee members are collaboratively working to bring on new members to our regional chapter through networking, education, and programming.

### PROGRAMMING

Ariana Butera is the new programming director with Tatiana Swedek and Amy McGee serving as her co-chairs of programming. The AC/ Philadelphia chapter recently had a mid-year transition of leadership and programming is working to coordinate a year end event for 2019 to spark a rebirth of the chapter and also acknowledge the 2018 scholarship winner of the AC/Philly region. In addition, they are working to coordinate a 2020 Philadelphia neighborhood tours series which investigates the newest hospitality projects in each neighborhood. The tours could include walking new properties, design/ developer speakers, and visiting new restaurants. In addition, programming is working to create a fundraising event which ideally will take place in September 2020.

### SCHOLARSHIP

Michelle Schwandt is the new scholarship director along with Andrea Abrams who is serving as her scholarship chair. They currently are coordinating a 2020 scholarship which should be announced in January 2020. They will also award the 2018 scholarship winner at the first event the new steering committee hosts in the forth quarter of 2019.

### FUNDRAISING

The Steering Committee as a whole understands the importance of NEWH fundraising events. The new team is currently in a transition state and working to collaborate on a fundraising event for 2020. At the most recent board meeting there were discussions of an event to be held in September 2020 which may be a golf outing or involve culinary arts.

### CHAPTER/REGION GOAL

The AC/ Philadelphia regional NEWH has recently gone through a transition of board members. The new team which was assembled in the 3rd quarter of 2019 has collectively made it their goal to increase membership along with member attendance at NEWH events. They are currently working on organizing events for the end of 2019 as well as for the year of 2020. Thus far they have had some success with increase of membership as well as getting programming organized for upcoming events. Social media activity will also be of the utmost importance to connect with current and prospective members and show the increased event activity.

## CHICAGO

Jen Conley & Jessica Linden, delegates

chartered August 12, 1991

### MEMBERSHIP

Our membership director changed in August 2019, due to scheduling conflicts with our previous director. Since then, we submitted for approval 18 professional and 16 student members. We've had a wonderful year with new members. We will be reaching out to some of the new student members as well as some of the professional members to gain some interest in features for Member Monday on the chapter Instagram site. During a recent meeting with the National Board membership delegates were encouraged to reach out to all new members to engage them in activities in our local chapter. This will be the goal for this upcoming year.

### PROGRAMMING

We had several events that occurred over the past few months. In June we had our successful event Designing for the Chef. This is our first attempt and bringing together a restaurant and design themed event. Head-chef at Bellemore), Owner of Boka group and designers from Studio K Creative – The panel was great and the venue enjoyed by all.

In August we hosted a panel discussion with our Top ID award winners and presented them with their award. Head Designers and Principles from Aria Group, DLR Group and The Gettys Group with Hyatt Corp leading the discussion. The panel focused on each winner's submission and a deep dive into the respective firms' process from conversations with ownership and brand to how they develop the property design.

In September we toured a historic landmark property St. Jane.

lead by design firm of Simeone Deary Design Group. The evening started with the brief presentation on the history of the property and design development after which guests broke off into smaller groups and toured the property from top to bottom.

### SCHOLARSHIP

We held our 3rd Annual Young Professionals/Student Event on April 25th, 2019. We had over 40 students attend the event. Students and professionals from interior design, hospitality management and culinary disciplines attended the event and it was a huge success.

We just awarded 11 students \$60,000 worth of scholarships. Students from 4 states in interior design, hospitality management and culinary programs were awarded the scholarships. This year 36 applications were submitted which is about 10 more than last year.

Our Masquerade Ball fundraising event will be held on October 24 where we will introduce the scholarship winners to the chapter.

### FUNDRAISING

Summer Social was on 7/25 and was a smash success. It was at a more upscale and we received very positive feedback about the location. As a special sponsor call out, we had light up beach balls with their logos printed on them, floating on the rooftop pool and it was a major Instagram moment. We ended up selling the event out and had to open up more spots with the venue to accommodate the amount of people that wanted to attend!

Masquerade Ball is 10/24 and the new spin we are putting is having a large live band for 1.5 hours during the event. This will keep the

event lively and fun. We will announce the scholarship winners on the stage and it will be a big focal and high point for the event! KingPin 2020 will be held 4/23!

### OTHER CHAPTER HIGHLIGHTS

We've been successful in our efforts to include more newcomers in our board and board meetings. We have more designers and even students attending our meetings. They are getting involved in our event planning and facilitating.

### CHAPTER/REGION GOAL

Add recognition to our Top ID winners:

We hosted a panel discussion with the Top ID award winners and presented them with their award. Head Designers and Principals from Aria Group, DLR Group and The Gettys Group with Hyatt Corp leading the discussion. The panel focused on each winner's submission and a deep dive into the respective firms' process from conversations with ownership and brand to how they develop the property design.

Increase scholarship applicants:

We achieved that goal by receiving 36 applications this year compared to the 25 we received last year.

### REPORT BACK TO CHAPTER/REGION

Yes. Each of the attendees from IBOD meetings spend a few minutes sharing insights with the group during our monthly meetings. The take-aways from the Break-Out Sessions are always well received and add meaningful conversation.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are interested in participating in more Community Service next year. We'd like to know successful community service projects other chapters have participated in.

**Staff Note: Please review past board reports of other chapters for ideas. Remember, we are a nonprofit and educational programming and supporting NEWH's mission of education and scholarship should come first.**

## CINCINNATI REGION

Kelly Gaddes, steering committee chair

**NO REPORT SUBMITTED IN 2019**

## DALLAS

Elissa Murry & Heather Scott, delegates

*chartered August 12, 1991*

### MEMBERSHIP

Our current membership count is at 484. Our membership team does a great job of reaching out to people whose membership has recently lapsed and welcoming new members when they join. We continue to have a good retention rate and the team will soon start working on our membership drive event for spring of 2020.

### PROGRAMMING

We've had some wonderful tours this year of new renovations in the Dallas area. Our most recent tour of Merchant House was really well attended and had a nice representation of design firms as well as local vendors and those traveling in from out of town.

### SCHOLARSHIP

We continue to maintain a very healthy scholarship account and will start requesting student applications early 2020. The team for next year is already working on their game plan to reach out to schools to engage students. We look forward to another great year and awarding \$30,000 + in scholarships in 2020.

### FUNDRAISING

Our 2019 Masquerade ball is right around the corner. We have 10 design teams paired with 10 vendors to create a mask that will be worn at the event. Masks were provided to each team and they must contain at least 70% vendor material. A budget of \$25 for outside material will keep the playing field even. At the event people can vote for their favorite mask by purchasing a \$1 ticket. This is always our best attending event of the year and we are expecting a good turnout that will raise a lot of money for scholarship.

### OTHER CHAPTER HIGHLIGHTS

The Dallas chapter has had another great year! We have a wonderful board set for next year and are looking forward to our upcoming Strategic Planning meeting in November with guest

speaker Trudy Craven! We can't wait to see what fun events we have in store for 2020!

### CHAPTER/REGION GOAL

We would like to keep growing our membership and reach out the more students and find creative ways to get them more involved.

### REPORT BACK TO CHAPTER/REGION

Having action items, we can share with our board on how to implement different ideas is always helpful. For example: How to better reach out to schools/ students. What are 3 action items we can do/ try to see if this improves our return of scholarship applications? Also, any initiatives that NEWH is looking to incorporate for next year or upcoming year and how it will be rolled out.

### ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

We'd love to have more access to email blasts. It would be helpful to have the ability to send out more than 2 blasts per event without being charged, particularly for our major events like scholarship, membership drive, and fundraising.  
**Staff Note: It is NEWH's policy to send out a max of 2 courtesy emails per event. If you are having a major fundraiser and would like more blasts, please work that extra cost into your event budget. NEWH sends out a lot of emails, we do not want to overwhelm people. Remember, your email list is not just made up of people in your area, but individuals from other chapters/areas that may have signed up to receive information on your chapter. We want to be sure people are not getting overwhelmed with too much email as once they unsubscribe, they are gone for good. We'd suggest being strategic in the timing of your email blasts, and then use social media posts in between those emails to keep people informed, and continue building the excitement for your event.**

## HOUSTON

Melissa Davis & Kacey Sharp, delegates

*chartered February 17, 1992*

### MEMBERSHIP

Our bowling event was a huge success, we had almost 75 people in attendance. We were able to sign several people up from this event.

### PROGRAMMING

We are trying to end the year strong. we just wrapped up our Scholarship/ Fundraising gala.

We have the following events for the remainder of the year.

- November 19th Community service- Food drive

- December Dual hour CEU Event to help the last additional credits designers need at the end of the year.

### SCHOLARSHIP

Our scholarship was a joint event with our fundraising event, for the second year in the row. We were able to award a total of 20,000 to 5 different students varying in amounts. We awarded the winners last week, with each showing appreciation during the speeches at the awards banquet.

### FUNDRAISING

With our numbers still being calculated: I would have to say this was a rough year for us. We are working on a follow up committee meeting in the next weeks to do a recap and work on a better solution for next years event.

### CHAPTER/REGION GOAL

## LAS VEGAS

Edgar Gutierrez & Heather Wilmer, delegates

*chartered March 26, 1991*

### MEMBERSHIP

- As of October 2019 we have 244 Members, 12 Chapter Level Business Members and 52 Student Members.
- Our members and Chapter Board continue to spread the word about NEWH and encourage new faces to attend our local events and become members of our local chapter.
- Our local chapter is well diverse with designers, purchasing agents, ownership, students and vendors.

### PROGRAMMING

- Our chapter continues to host monthly events, from a sponsored tour of a new facility to a simple happy hour gathering at a new happening spot in town. We strive to find the new local spots that local firms have designed in order to acknowledge them during our events.
- This year we were able to tour the new Las Vegas Ball Park for our local baseball team, The Aviators, and learn fascinating facts about the design and overall function of the space.
- We have begun requesting sponsorship and looking for venues for our upcoming Holiday event being held in December.

### SCHOLARSHIP

- Our Scholarship event was held in April 2019 in the patio of a newly renovated restaurant.
- Our Director and committee worked hard to spread the word about the scholarship and in return we received well over 30 applications. The applicants were in the fields of culinary, hospitality, hotel administration/management, interior design, architecture, and landscape architecture.
- This year we awarded \$50,000 among 9 students and Tarkett awarded an additional scholarship of \$5,000 to a student of their choice on behalf of their company.

Goal: Give more respect to one another

I have witnessed an extreme uptake in "thank you's" and appreciation to others for the task they have completed. There has also been encouragement in following up with tasks.

### REPORT BACK TO CHAPTER/REGION

Overall, the board is very happy with a lot of the new items NEWH has implemented over the last year. They are eager to have some these available to us. They believe this will help reestablish our chapter.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Not necessarily help, but thank you for the help we received. The board received training recently, and I truly believe this was a good way to get us back on track. We have implemented several of the ideas and goals that were discussed during this training session.

- We currently have \$124,463.72 remaining in our scholarship account.

### FUNDRAISING

- This year we had our 4th annual Glamping event held in Ponderosa Ranch Resort. Glamping was our primary fundraising event for 2019. It was a very successful event with over 300 attendees. We had 5 local firms competing in the chateau design competition and 6 local firms competing in the Burning Glamp Competition. The food, entertainment, activities, designs, and weather were all amazing touches of this spectacular weekend event.

We have begun planning for next year's Hospy Awards being held in September 2020. Having the Hospy Awards every other year, has built up the momentum and has everybody excited. We will be promoting the Hospy Awards well in advance in order to be successful in reaching sponsorships as well.

### CHAPTER/REGION GOAL

To continue building momentum at each one of our events so that more people can attend and those that are new can become members of our local chapter.

### REPORT BACK TO CHAPTER/REGION

Yes. Learning what other chapters are doing, what works for them and what doesn't, allows us to brainstorm and figure out ways in which we can make our chapter more successful and continue in the right direction.

### ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

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

**Staff Note: NEWH continues to market through increased initiatives like BrandED. The higher quality programming provided at both the chapter and Inc. level will always be the best way to spread the word.**

## LOS ANGELES

Alison Gasser, Natasha Gomez & Melissa Knock, delegates

*founded October 1984*

### MEMBERSHIP

We're currently at 205 general members, 10 education professionals, and 48 student members, giving us a total of 263. We currently have 8-chapter level businesses in the LA chapter as well and have added 7 new general members.

### PROGRAMMING

We've kicked off the year with a couple strong and well-attended events!

- April – Mixer: After two strong events in Feb and March, we

had a casual HH at Birds & Bees in DTLA.

- May – was a dark month for us as the planning for 2 different events fell through. We had hoped to do a restaurant tour of Majordomo with our Top ID winner Design Agency, but that was canceled as the restaurant could no longer accommodate. We then tried to do a Stadium Tour of the new LA Foot Club stadium lead by one of the designers from Gensler, but due to restrictions on budget, we were not able to pull this event off either. These are possible event ideas for next year.

- June – Membership Drive, Bowlero Bowling Event. Our annual membership drive/bowling event took place on June 20th. This year was 80s themed and continues to be one of our most successful events.  
The net proceeds of this event were \$3,140 (\$16,750 was made in sponsorship monies and ticket sales generated \$2,170). Around 155 individuals attended this event.
- July – Hard Hat Tour + Happy hour. Members and Non-members were invited on a guided hard hat of a new Women’s club, AllBright, located in West Hollywood, followed by a networking/social hour next door at Fig and Olive.  
The end of summer Soiree was budgeted to make a \$500 profit (per the January 2019 budget)
- August – The Lusive Factory Tour and Lutron CEU  
This event made a \$165 profit and was attended by 11 people, plus board members and lusive staff. Lusive sponsored drinks and dessert while Lutron sponsored food.
- September – First Annual Scholarship Brunch at the Firehouse Hotel in Downtown Los Angeles. The event featured scholarship awards to students and a panel discussion with AvenueID.  
Sponsorships/tickets totaled around \$7,415.00 for this event, while total expenses were around \$7,900. This event was budgeted to break even in the January 2019 budget. 60 people attended this event (including scholarship recipients and board members). Around \$70,000 in scholarship funds were awarded at this event to students.
- October – Hotel Tour with designer Q&A followed by Prom mixer to celebrate our 35th Chapter Anniversary
- November – TBD
- December – Ugly Sweater Holiday Mixer

### SCHOLARSHIP

We had a fairly successful scholarship year and ended up handing out 13 scholarships. With the deadline being the week after most schools start their fall semesters/quarters, we received feedback that we could have received more applications if the deadline was later into the school year. There have been some conversations about moving it to a beginning of January deadline and a February event. The combination of the Scholarship and TopID Brunch was a huge hit. We had a large attendance and received very positive feedback from all in attendance. The goal this year is to be able to present to more classes and promote the scholarships and get more student NEWH members.

### FUNDRAISING

We had some hiccups with our planned fundraising event this year and as a board, after discussing with INC, we decided we needed to forego a fundraiser for this year. We will need to strategize how to achieve our fundraising goals moving forward as large events like a Gala is continually proving to not be effective for our Chapter. We had a very successful Scholarship Brunch which catered to a more intimate group so we are considering using that format moving into next year and hosting multiple smaller functions with fundraising goals vs one large event. We welcome feedback and suggestions on how best to approach our fundraising efforts.

**Staff Note:** Please review past board reports of other chapters and if one specifically looks of interest to you, reach out to the Inc. office and we can put you in touch with that chapter. We highly suggest hosting one fundraiser though as that is where

you can have your larger sponsorships, and companies will know to reserve money for these events. Evaluate your past event – were the sponsorships announced early enough? Ideally, a sponsorship menu should be sent out in the fall of the year prior so companies can get the request into their budgets for the next year. If that is not possible, then definitely by the first quarter of the year – money gets allocated quickly. When were the invites sent/ticket purchase opened? Make sure the save the date is sent out months prior to your event date.

### OTHER CHAPTER HIGHLIGHTS

After some vacancies on our board throughout this year, due to people moving and increased work demands, we settled on a pretty strong group that works well together. In an effort to not stir the pot and lose momentum, we’ve decided that all board members will maintain their current positions on the board continuing into 2020. We have a few holes to fill Chair positions and have some good leads on people that are interested in filling them. We are hopeful that 2020 will be a strong year for us with lots of lessons learned for works and doesn’t work within our chapter.

### AT LEAST ONE GOAL FOR THIS YEAR

1. To get more Designers involved as members in our organization.
2. To get more educators involved in our organization and therefore spread outreach to more students.
3. To expand our events to focus on all areas of hospitality and not just hotels. We are working to highlight more restaurants, stadiums and cruise ships into our programming to highlight those project types within our sector as well.
4. To have a successful, well-attended Gala!

### ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

How to honor the scholarship recipients so they get the recognition they deserve and our community of members understands the value in the organization outside of the networking and social aspects.

**Staff Note:** Some chapters have combined TopID and scholarship awards into one joint event. Have a small sign displayed at event check-in tables with headshots and short bios of your recent winners. Ask past recipients to volunteer at events, introduce them to your membership, keep the scholarship story going. At any scholarship awards event, give students the stage and an opportunity to express their future goals and involvement in NEWH. Post a student spotlight on your chapter’s social media pages, feature a behind-the-scenes look at recent recipients. Post a ‘where are they now’ of past recipients or contact Inc. office for a list of past winners and invite them to your events. If your chapter has a newsletter, feature photos and personal interviews of current winners.

We’ve been struggling with our Gala for the past few years, finding that sweet spot between formal and fun that satisfies the expectations of the majority of our members so they leave inspired and overall remembering a positive experience and view of NEWH.

**Staff Note:** Please review the past board reports of other chapters and if an event or part of an event looks specifically of interest, reach out to the Inc office and we can put you in contact with that board. This is a great way to freshen up your event.

## MEMPHIS/MID-SOUTH REGION

Jana Johnson, steering committee chair

### MEMBERSHIP

The Memphis Mid-South-NEWH memberships are at a consistent

level with new members as well as renewals. We are experiencing slow but continued growth and I believe staying

consistent is the key to our long-term success!

We plan to implement some fun membership drive strategies into the January 2020 Cocktail party. Some ideas are: member attend for free, members that bring a guest gets an entry for free renewal, and anyone that joins that night gets a free gift.

Members Total: 104

Membership Breakdown

|                            |                                   |
|----------------------------|-----------------------------------|
| General: 37                | Business Plus Members: 1          |
| Students: 18               | Business Courtesy Members: 4      |
| Honorary: 1                | Business Members: 1               |
| Associates: 8              | Chapter Level Business Members: 2 |
| Education Professionals: 5 | Corporate Partners: 7             |

## PROGRAMMING

Our Summer has been busy! We started it off early with a great rooftop cocktail party at the newly renovated Hu. Hotel in downtown Memphis. A few of the sponsors had tables set up showcasing their newest products, many contributed prizes for the door prize drawings we had and then we did a tour of the hotel. It was such a fun event and very well attended. We did this in conjunction with the local chapters of ASID, IIDA and NKBA so that helped get a lot of designers there that we would not have normally had.

Late Summer we had a CEU hosted by NEWH national corporate sponsor, Crypton in conjunction with one of their local distributors, Scott Fabrics. It was a beautiful event held at a country club that's located in the heart of Memphis. Great CEU presented by Kelly Ponder and a few others from Crypton that flew in for it.

We have opted not to have a holiday party this year as there are so many other industry parties around town the whole month of December, so we wanted to be different and have a New Year's party / Get the Year Started Off Right with NEWH kind of thing. We felt like January is usually a quiet month so this may really be a good time to have a fun little cocktail party where we give out our Top ID awards as well as our scholarship.

There are few other things in the works for the first quarter or two as well! We know that another vendor wants to host a CEU, probably in February or March, and then we are looking into another new hotel tour (Curio Downtown Memphis) as those are always of great interest and well attended.

There are still a large number of people in Memphis that just aren't familiar with NEWH and we are continuously working to introduce ourselves through quality programs.

## SCHOLARSHIP

Our Scholarship Deadline was October 1st. Applications are currently being reviewed by scholarship committee. November 1st has been established as our award date. We plan to surprise the winner on campus and award them the scholarship along with balloons in order to catch their reaction on camera and or video. The formal presentation will take place at our January 2020 Cocktail party when we will award Scholarship as well as Top ID awards.

## OTHER CHAPTER HIGHLIGHTS

We have made some connections in Nashville that will help us make the next step to expanding to that area. We are currently developing a contact list with key Hospitality firms/companies in the Nashville area. Our goal for 2020 will be to host 1 or 2 events in Nashville. Most likely starting with a Sundowner.

## CHAPTER/REGION GOAL

To continue to grow our membership. We are thinking another membership drive sometime in 2020 might help with this. We also want to concentrate on making sure our current members renew this coming years. We would like to branch out further into other areas of our regions, such as Little Rock, Mississippi, and Nashville. We have just recently added a Mississippi ambassador to our board here and are working on more for Nashville and Little Rock.

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

We don't need active assistance right now, but would like to continue to learn more from NEWH as a whole and also find out when we might want to start thinking about becoming an official chapter in the future and work towards those goals.

**Staff Note: Most important at this point, continue to build a diverse membership and attendance at events. Chapters not only have state compliance they have to follow, but chapters have many more board positions to fill. Therefore, you'd need many interested and invested members in order to keep chapter board succession going. There is no rush to become a chapter – for many regions, the regional model is the best structure.**

## NEW ENGLAND REGION

Tyler Toothaker, steering committee chair

*(originally chartered November 4, 1992)*

**NO REPORT SUBMITTED FOR 11/2019 MTG.**

## NEW YORK

Morgan Brodey & Tory Knoph delegates

*chartered July 23, 1991*

### MEMBERSHIP

The summer was successful in targeting Toasty Tuesdays to bring awareness to membership. With Anita on maternity and Kristy stepping in as a "temp" the summer was spent spreading the word and casually informing prospective members of the benefits of being part of NEWH. The NEWH global membership call was inspiring, learning more about other territory events and marketing. We have adopted the UK's technique of requiring vendors to bring a designer to events to promote designer membership. This will be added to all invitations (for membership events) October 23<sup>rd</sup> we have our "Octoberfest" new member welcome / membership drive at Flatiron Hall. We will promote this via social media and handouts at our next Toasty Tuesday. Part of our plan is to incentivize vendors to bring/sponsor a designer. The incentive is still in discussion. At the event we'll hand out membership packages and applications and highlight the benefits of designer membership, ideally in a simple 1 sheet hand out.

### PROGRAMMING

Our Toasty Tuesdays are continuing to have a great turn out and engagement from members as well as non-members. They are held on the third Tuesday of every month and regularly have anywhere between 75-130 people attend; dates and locations can be found on the NEWH NY website. Our August event was held at the Moxy Chelsea, and the turnout was The largest in NEWH NY Chapter history with over 162 RSVPS and 173 attending. This trend of high attendance has continued thus far in September. Moving forward, we are looking to diversity our Toasty Tuesday locations to include more of the hospitality F&B field. Our key struggle with Toasty Tuesday's remains the same, in that we continue to face difficulty securing a space for the amount of people we typically have in attendance. If anyone in the NEWH community is working on or has recently worked on a project in NYC that has recently opened or is soon to be released, we would love to show off your

work. Please put us in touch with the owner, GM, F&B, etc.!

### SCHOLARSHIP

We have added a few schools to our master list and successfully updated our school contacts for the year. We have received 65 eligible student applications this year for our chapter scholarship. We are working on the review process currently and are excited to be able to present the winning scholars their awards at our annual Product Runway event this November.

### FUNDRAISING

2019's Owners' Roundtable was a huge success! With 20 owners and 240 participants, we raised over \$60,000 at the event through sponsorships and event tickets. Product Runway our second fundraising event held around BDNY, was also a huge success raising over \$60,000 in scholarships and 350 people in attendance. Make sure to mark your calendars for Owner's Roundtable on June 3<sup>rd</sup> 2020 (tentative date) and Product Runway or a similar event on November 8<sup>th</sup> 2020 (tentative). Our goal from 2018 to 2019 was to exceed and raise \$5,000 more dollars at both Owners' Roundtable as well as Product Runway this year to contribute to our scholarship funds. We successfully met this goal for Owners' Roundtable and look forward to doing the same for Product Runway on November 10th. Our 2019 to 2020 goal is an overall increase in money raised of \$10,000 from Owners' Roundtable as well as our Product Runway event.

## NORTH CAROLINA REGION

Bess Rosefield Ehmcke, steering committee chair

NO REPORT SUBMITTED FOR 11/2019 MTG.

## NORTH CENTRAL

Taylor Hoesley & Jayme Krstich, delegates

*chartered December 11, 2000*

### PRESIDENT – Valentina Castellon

#### YOUR ROLE

- Individuals I report to: Jayme Krstich (Past President), Westin Hammerstrom (Executive Advisor) and NEWH Inc. Directors and staff
- Individuals that report to me: Taylor Hoesley (VP Admin), Korrin Howard (VP Development) and the rest of the North Central Board

#### POSITION GOALS

- Provide support, guidance and continue communication between all board members. Organize monthly board meetings and agendas.

#### OTHER REPORT ITEMS

- Have a new board rolling in so we will have fresh faces on the board along with existing. Should be very exciting and will be run more efficiently as overall the board is growing.
- Our funds are healthy, and we are seeing continued interest in the North Central Chapter! We have some outstanding donations that we still must collect, but events have been well attended and we are now preparing for our final 2 events.
- As we diversify the board, as have been new members. It is a great blend between designers, students and vendors.
- Our regional tradeshow went off without a hitch thanks to the support of INC and all the vendor sponsors.

### VICE PRESIDENT ADMIN – Taylor Hoesley

#### YOUR ROLE

- Individuals I report to: Valentina Castellon (President), Jayme Krstich (Past President) and NEWH Inc. Directors and staff
- Individuals that report to me: Alex (Secretary), Shelly (Treasurer) and Amy Behrendsen (Scholarship)

#### POSITION GOALS

- Provide support, guidance and continue communication with the individuals I oversee above.

#### OTHER REPORT ITEMS

- This year we host the first in chapter and the first Hilton Canopy

### MARKETING

NY Chapter Marketing spent most of the year thus far focused on improving our social media feed and messaging to help get information out more regularly. It has improved significantly and we are seeing increases in attendance at events, etc. We've continued to work closely with board heads on postings, getting graphics directly from their committees which have helped keep promos fresh, creative and engaged. We've added more photos of our community on social media, increased info on scholarships and additional highlights on membership. As well as keeping our webpage updated with sponsorship recognition and upcoming events. Hoping to continue this stride through the end of the year as well as establish regulated processes for future NEWH NY marketing teams.

### OTHER CHAPTER HIGHLIGHTS

We have a full board and committee members lined up for 2020 and we are looking forward to a great year ahead.

### STATE AT LEAST ONE GOAL FOR YOUR CHAPTER THIS YEAR

A goal at this moment for our chapter is to develop our committees more, as our outreach and interests continues to grow.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

NYC based projects that are opening in 2020 and where we can hold Toasty Tuesdays and other events.

BrandED at the newly opened Hilton Canopy Minneapolis. The event was a great success and bringing local designers to the newly opened hotel. This event also gave great exposure to one of our TopID firms DLR Group. We hope to host another in the near future.

- Our student awareness of NEWH has increased. We have noticed more students attending our events. We give the credit to our Student Liaison Twee Anderson and our social media accounts.
- On September 14th, 2019, we held our biannual tradeshow in Minneapolis. The tradeshow seemed well attended. Our afterparty was a huge success! We were thinking about not hosting our afterparty but decided to give it one last shot. We received many compliments on what a great time everyone had as well as how we should keep the event. We made \$400 on the tradeshow afterparty but are still waiting on financials from INC. regarding the tradeshow.

### MEMBERSHIP – Tiffany Theis

#### YOUR ROLE

- Individuals I report to: Taylor Hoesley (VP Development)
- Individuals that report to me: None

#### POSITION GOALS

- Provide support for all events throughout the year to get sponsorships for the event. Plan the annual fundraiser. Contact local events spaces and select an event space for fundraiser.

#### OTHER REPORT ITEMS

- Booked fundraising event at Top Golf this year. Event will have around 120 people. 100 people will be able to attend with board members.
- Working on the different tiers of sponsorships levels, along with price on tickets. Will have presentations, along with vendor banners of the sponsors and activities at Top Golf to raise money for students.

### SCHOLARSHIP – Amy Behrendsen

**YOUR ROLE**

- Reporting to VP-Admin (Taylor H.)

**GOALS**

- To strengthen professional relationships with future talent through programming and supporting student needs.

**BUDGET**

- \$10,000.00 Scholarship (one \$4,500, one \$3,500, and one \$2000)
- \$900 Student Portfolio (\$400, \$300, and \$200)

**SCHOLARSHIP – Student Design Charrette**

- The Student Portfolio event was held on March 14th, 2019 at Atmosphere Commercial Interiors. We had a successful event with 14 participants and several professionals to help with the portfolio reviews and judging. Three prizes were awarded to the top portfolio entrants.
- Focusing on the next student event – a design charrette - to be held on November 15<sup>th</sup>. The event will continue to focus on exposing students to industry professionals on a more individual level, but also tie in design practices in real time.
- Continuing to contact educators to promote student enrolment in the Scholarship application process.

**SCHOLARSHIP AWARDS**

- We awarded three scholarships this year at the In The Spirit Awards held at Top Golf on December 5<sup>th</sup>, 2018. First place was Gwen Northey from the University of Wisconsin-Stout in the amount of \$3500, Second place was Kendra Bastian from Iowa State University (\$2500), and Third place went to Rachel Springman from the University of Minnesota (\$2000). Again, hoping to increase the number of candidate's in 2019 and present them again at In the Spirit Awards Event on December 10<sup>th</sup>, 2019.

**MARKETING – Kailin Hurinenko**

**INDIVIDUALS I REPORT TO:**

- NEWH North Central VP of Development, Korrin Howard

**POSITION GOALS**

- Provide support for all events throughout the year to get sponsorships. Plan the annual fundraiser.
- Email blasts and invites to our members and non-members for upcoming events that are cohesive and professional looking
- Send out reminder email blasts to help turnout at events
- Continue to work with fundraising, programming and memberships to keep our members up to date and involved.

**SECRETARY – Alex Wilson**

**YOUR ROLE**

- Individuals I report to: Valentina Castellon (President), Jayme Krstich (Past President), Taylor Hoesley VP of Development and NEWH Inc. Directors and staff

As the NEWH North Central secretary (Alex Wilson) for the 2019 term, I intend to record, document, and organize the chapter activities to provide a historical source of knowledge for board members in the immediate and long-term future. I will also actively encourage the NEWH Mission by participating and promoting networking opportunities and organized events that result in more scholarship, education leadership, and business development in the hospitality industry.

**INDIVIDUALS I REPORT TO:**

- NEWH North Central President Valentina Castellon, Past President Jayme Krstich
- NEWH Inc. Directors and staff

Individuals that report to me: Tiffany Theis (Membership) Kailin Hurinenko (Marketing) Monica Coleman (Fundraising) Lisa Cochran (Programming)

**POSITION GOALS**

- Provide support, guidance and continue communication with the individuals I oversee above.

**OTHER REPORT ITEMS.**

- Student portfolio event in March was very successful. We will reflect on improvements for next year.
- We are excited about our programming and fundraising events this year. Work with both directors to help new ideas for events be successful in 2019.
- Outreach to students to get involved within our region. Support them with membership process and how to attend events. Show students how NEWH can be a resource for them as they become professionals.
- Upcoming student event ideas. Work with team on ideas and sponsorship.

**MEMBERSHIP – Tiffany Theis**

**YOUR ROLE**

- Maintain memberships, increase visibility to potential membership, and promote NEWH, Inc.
- Individuals I report to  
Korrin Lohmann, VP of Development & Valentina Castellon, President
- NEWH Inc. Directors and staff

**GOALS**

- To increase the membership totals over last year.
- Ensure a successful Membership Drive for the Chapter.
- To be a mentor to new members and make sure to keep the existing members we currently have.
- Get more students and student members involved in our chapter and events.

**MEMBERSHIP EVENT**

- Our membership event was on May 2nd in Minneapolis. The theme was Tacos + Tequila and featured culinary pairings and an art tour. We secured 7 new members at the event.

**CURRENT MEMBERSHIP TOTALS:**

Associate: 60, Business Plus Member: 1, Chapter Business Courtesy Member: 20, Chapter Business Member 10, Chapter Level Business: 4, Chapter Level Business: 1, Corporate Partner Courtesy Member

**FUNDRAISING – Monica Coleman**

**INDIVIDUALS I REPORT TO:**

- NEWH North Central VP of Development, Korrin Howard

**POSITION GOALS**

- Provide support for all events throughout the year to get sponsorships for the event. Plan the annual fundraiser for 2020. Contact local events spaces and select an event space for fundraiser.

**OTHER REPORT ITEMS**

- Working on gathering all the sponsorship funds from all the years events
- Assisting the planning committee for our chapters end of the year event *In the spirits*.

**PROGRAMMING – Lisa Cochran**

**INDIVIDUALS I REPORT TO:**

- NEWH North Central VP of Development, Korrin Howard
- NEWH Inc. (General Event Coordination, Results of Activity, Alcohol Waivers, etc.)

**POSITION GOALS**

- Develop each month's event at least two months in advance to coordinate marketing and general event key points. 2019 Kick Off event to be held 1/31; one of two Top ID Tours of the year.
- Work to include Top ID firms within programs – from hosting of event, organizing panels, tour of local projects, etc.
- Develop each event's tasks, time lines and potential sponsors for the year
- Enlist programming committee members as needed for each event
- Develop a Programming package throughout 2019 to help transition change in directors for 2020 and into the future.
- Find and review documents in the Drop Box/Google for ease of

- access by all board members. Update and develop any missing.
- Assist all board members in event planning as needed; to be a resource for all events.
- Assist with the coordination and development of event marketing as needed to ensure timely delivery of sponsorship attainment and event marketing.

#### Q1 REVIEW

- January Top ID Tour – Number 12 Cider. Design by Cunningham Group. Approx. 45 attendees. \$1092 net proceeds
- April Free Networking Event – Royal Foundry Craft Spirits. Approx. 60 attendees

#### TREASURER- Shelly Rosett

#### INDIVIDUALS I REPORT TO

- NEWH Inc. Board

- VP of Admin – Taylor Hoesley

#### POSITION GOALS

Ensure chapter is following established NEWH, Inc. policies/structure/financial status

- Be aware of chapter financial status throughout the year.
- Help at events, set up and take down. Fill in gaps where help is needed.
- Provide to President and Directors an account of all the transactions and the financial condition of the chapter at each monthly meeting, to include status of sponsorship payments.

#### BUDGET AND FINANCIAL RESPONSIBILITIES

- Make sure our chapter stays on 2019 budget .

### NORTHWEST

Katy Clark & Karen Rains, delegates

*chartered March 23, 1995*

**NO REPORT SUBMITTED FOR 11/2019 MTG.**

### ORANGE COUNTY REGION

Jessica Wasmer Northover, steering committee chair

*September 9, 2008*

#### PROGRAMING- JENNIFER DORR

- 2019 event Sponsorship Opportunities- Planned
- 2 Sundowner Mixer- Networking Events- June & November
- Top ID Event- October 21- Red-O, Newport Beach
- Scholarship Event- December
- Securing Sponsorship dollars- On Going
- Sundowner- Networking Event- Renaissance Hotel, Newport Beach
- Orange County, CA Event- June 17, 2019- Renaissance Hotel
- Attendee's: Industry Professionals, Manufacturing Representative's & Students
- Hotel Tour- Common Areas, Pool, Restaurants

#### SCHOLARSHIP- SONYA MILES

Scholarships have been sent/posted for all schools in our region

- Applications are due on 10/18/19
- Scholarships will be reviewed from 10/21 – 10/30 and a winner(s) chosen by 11/5
- Notices will go out by 11/8/19
- Time permitting, we will investigate winner videos for completion in time for the awards event
- Awards dinner will be held first week in December – location tbd.

#### ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

Sponsorships

### PITTSBURGH REGION

William Michael, steering committee chair

**NO REPORT SUBMITTED IN 2019**

### ROCKY MOUNTAIN

Kelly Almus & Chelsea Lawrence, delegates

*chartered December 2, 1991*

#### GOAL STATUS

Overall, we've made some great strides on goals in 2019, including:

- Our summer Regional Tradeshow seemed to be a success and we have received ongoing and very valuable feedback and support towards our chapter as a result. We are very curious to know how other chapters' tradeshows did this year and hope to continue to find ways to improve this for our own.
- Made concerted efforts to seek, gather, and analyze members' and sponsors' feedback this year in order to gain insight and be able to focus on strategic planning based on the feedback. However, we need to continue to focus on this every year and find a variety of methods for collecting this data.
- Membership was an area we really wanted to focus on this year. Our recent membership event was successful and very well attended! This was a 'members only' ticketed hotel tour and rooftop networking event at a new Autograph Collection hotel in Cherry Creek. We originally intended to cap attendance at ~45 guests based on the venue size as well as to create a sense of exclusivity for our members. Thanks to the popularity, we allowed nearly 85 to attend and were able to accommodate by splitting the group into two smaller tour groups, both lead by the local Interior Designer. The more

intimate tour size was critical so everyone could hear the details and discussion. We also structured ticket sales so that if a non-member wanted to attend, they could join the chapter (pay the full dues) and then attend the event for free. This was a great incentive and we gained at least 4-5 new members from this tactic. We also implemented a system for identifying new members with special nametags at this event. For this we used the 'stacking' ribbon-type products that are familiar from conferences/tradeshows. We custom ordered these to say 'New Member' and applied them to the pre-made nametags prior to the event. This was successful as it gave new members a sense of being thoughtfully welcomed, and made it easy for all attendees and board members to clearly and easily spot new members within the crowd. However, this will only work for events where we pre-print nametags for our pre-registered guest list so we need to come up with a simple solution for other more causal event types.

- We have continued to strengthen our chapter's Marketing Team with more dedicated strategic planning around creating a vision for the content and execution over the entire year. This has created more awareness for our chapter and increased efficiencies of marketing, etc. internally.
- We have a new Student Representative on the Board for

2019/2020 who is an incredible advocate and strong voice in driving student interest and involvement. This has been an area of success for our chapter in the last 1-2 years and we hope to continue to improve and enhance this role.

**GOAL OBSTACLE**

We've identified a couple of big obstacles in 2019 and looking forward:

1. We really struggled to receive a high volume of feedback with a recent membership survey. Sending the survey to personal contacts certainly helped, but there was still not a critical mass of responses like we had hoped. Eager to know if/how other chapters might be approaching this differently?  
**Staff Note: Other chapters are doing the same - just emailing the survey. Perhaps a quick note from the President prior to the survey link going out to encourage members to complete the survey and to let them know their feedback is important as your board plans for the future.**
2. We feel as though our fundraising efforts have plateaued. We would like help in identifying new, elevated fundraising goals and a strategic plan to support them. We will be looking for learnings from other chapters, as well as a healthy conversation around how to get to the 'next level' of fundraising. We see potential but would like help strategically planning on how to get there.
3. Board succession was 'if-y' over the last several months.

Fortunately, we had several new board members eager to step up at the last minute. So, although we are now optimistic about the leadership and individuals on the incoming 2020 board, we would like to stay vigilant on these conversations to ensure the longevity and health of the board for future years.

**BREAKOUT FORMAT**

Overall, yes – the time spent within the smaller groups is very valuable and adds meaningful content to the IBOD format. It allows us to connect with a variety of different Board Members, Delegates, and other Chapters in general. It is nice to be able to discuss and strategies together, and really just get to know one another better!

However, this is said with a caveat. It does often depend on WHICH breakout session you attend. Several times I've attended a breakout where there is no context given and so when the discussion starts, it therefore feels disjointed. I also feel as though there are often not 'actionable' items that result from these breakouts which leaves it feeling like there is not a lot of accountability or follow through afterwards.

**Staff Note: Thank you for your feedback. Breakout are sometimes a starting point to gather information and encourage feedback - that may be used for future discussions. We appreciate all the feedback gathered during these breakouts.**

**SAN FRANCISCO BAY AREA**

Terri Metzger & Janine Peluffo, delegates

*chartered June 1, 2010*

**MEMBERSHIP**

|                  |                      |
|------------------|----------------------|
| Associate: 35    | Corp Partner: 12     |
| Business Plus: 3 | Educational Prof: 10 |
| Chapter Bus: 27  | General : 93-1       |
| Ch Bus Mem: 11   | Green Voice: 1       |
| Ch Lev Bus: 15   | Honorary: 3          |
| Ch Top Tier: 1   | Student: 53+3        |

Grand Total: 262 + 2

**PROGRAMMING**

Student event on September 11th at CCSF a great event. Over 50 students not counting faculty and guests. CCSF willing to work for future events with NEWH. San Francisco State University is contemplating the idea of working on future events as well. Next programming event will be out Holiday Party which is to be determined.

**SCHOLARSHIP**

Many applications came in September & October. Goal is to award 5-7 winners. Currently in the process of forming a committee to review applications and set up interviews with qualifying applicants.

**FUNDRAISING**

10th annual Wine By Design Fundraiser took place on September 21, 2019–amazing turn out with over 168 tickets sold. Waiting to get back the full numbers but we should have made our fundraising goal. I know the raffle was a big success.

**CHAPTER HIGHLIGHTS**

We have a handful of new board members joining out team for 2020 that we are very excited to have on board with us!

**CHAPTER/REGION GOAL**

Our goal is to award \$30,000 in scholarships and to raise \$30,000 in scholarship funds from fundraising efforts. Status– scholarship applications are currently being reviewed.

We would like to help out at least 5-7 students this year.

For the update on the Fundraising numbers, we are still waiting to confirm the final numbers but should be at our goal.

**REPORT BACK TO CHAPTER/REGION**

Yes, our delegates report back to our board and we do our best to bring new ideas that we learn from IBOD as well as updates so that we can comply with any new changes from Inc.

**OUR CHAPTER/REGION WOULD LIKE HELP WITH**

**Biggest obstacles:**

- Burn out of members
- Excessive workloads outside of NEWH
- Retaining board members to move on to the 5-year executive succession plan
- Managing time requirements of board positions vs work/life balance. We have a dedicated board of volunteers, and have been able to recruit the necessary new members and promotions to new positions. With many popular, well-attended events and a busy chapter, it is a lot to keep up with for our many board members, some well-seasoned, others new to policies and processes.

**Staff Note: Identify committee needs within positions. Example: programming, one committee member could assist with happy hours/networking event, another committee person could help plan tours for the year, another charged with a CEU event... break it down and assign responsibilities to committee members. Committee members are those that are not holding board positions. It may take a bit to build this list of interested members to assist, but in the long run it will pay off. The membership director should immediately reach out new members, welcoming them to the chapter and presenting the upcoming calendar and volunteer opportunities available. Secondly, review the calendar of events for the year and make it realistic. Too many events will burn out your board. One or more events may need to be tabled for the following year. Be sure to**

focus on high quality events for programming – perhaps 2-3 tours, a scholarship awards/Top ID event, and one fundraiser. Due to the amount of work for certain fundraisers, it is ok to host the large fundraiser every other year vs every year. Many

chapters were hesitant in alternating their annual fundraiser, but have found it to be less stressful on their boards and that is very important.

## SOUTH CAROLINA REGION

Teri Schell, Steering Committee Chair Elect

### MEMBERSHIP

Our growth this year has been steady. While we've lost a couple members, we have added 14 new members to our rolls.

### PROGRAMMING

Our focus this year has been on providing educational opportunities to members and non-members. To that end we offered a CEU on specifying booth seating and another on specifying drapery. Both were offered in 2 locations to provide as many members the opportunity to attend. Both were well attended.

We also offered a restaurant tour combined with a Sundowner. We had a small group of mostly non-members attend. Several of those in attendance expressed interest in joining NEWH.

We will finish out the year with our 3rd annual Turkey Bowl. While not necessarily a program, we see this as an avenue to grow our membership.

### SCHOLARSHIP

We will be awarding a \$2500.00 scholarship this year. The winner will be announced in November at our Turkey Bowl and we will award the scholarship in conjunction with our Top ID award event.

### FUNDRAISING

We raised a small amount of money thru the CEU's. We are trying something different this year with our Dead Celebrity Pumpkin Carving contest. Due to the geography of our region this will be a digital entry submission with a fee for each entry submitted. Net proceeds will be 100% allocated to scholarship. There are prizes for 1st, 2nd and 3rd place winners.

### OTHER CHAPTER HIGHLIGHTS

Our steering committee had the opportunity to meet with Trudy Craven and complete her strategic thinking workshop. The day

was well-spent and all in attendance felt a renewed enthusiasm for the NEWH.

We are excited about the opportunity to host the inaugural Celebrity Chef fundraiser in 2020.

### CHAPTER/REGION GOAL

During our strategic thinking workshop, one of our goals was to increase our membership by 20%. To date we have exceeded that goal with an increase of 58%.

### REPORT BACK TO CHAPTER/REGION

Yes, a report is provided at the following steering committee meeting. The highlight of the report is always the information shared during the breakout meetings.

### ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

We are on the schedule for in person board training this winter. That will be very helpful.

We would like suggestions on recruiting board volunteers and developing succession planning for future steering committee members.

**Staff Note: Email new members to welcome them - share your calendar for the year. Ask if they would be willing to assist with xxx (have a list of exact needs). New members are very excited to get involved – don't let this opportunity/timing slip away. As far as succession planning, look for volunteers to serve as a chair (i.e. programming chair) – this person would shadow the programming director for the year. The hope is that person would step up to the director position when that time comes and have a better understanding of the role.**

## SOUTH FLORIDA

Carolina Coelho & Jennifer Delmas, delegates

*chartered October 2, 2003*

### MEMBERSHIP

- 1) Current enrolment is at 320.
  - a. 13 Chapter Level Business Members and 2 Top Tier Members
- 2) Still incorporating membership sign-up during our events (join now and save)
- 3) More focus is being placed this year on providing added value to members at events typically by discounted entry

### PROGRAMMING

- 1) **Mingles:** Tracking to have (3) well-programmed mingles next year, one per county. This will offer members networking opportunities while also staying educated and in the hospitality "know". Mingles to include tours, panels discussions, and more, so long as it adds value to our networking events.
- 2) **Top ID Brunch:** We would like to go back to awarding the TOP ID awards during the Golden Palm awards. This will entail moving the Golden Palm to the beginning of November, instead of the last week in October as we have been doing.
- 3) **Board Retreat:** We are planning to hold our first Board Member Retreat in August 2020, to help plan and execute the following year's goals.

- 4) **Community Service:** We are planning on holding a couple community service events next year. Would love to get our members more involved with helping our immediate community. Our new Green Voice Chair will coordinate with the Community Service chair to collaborate on philanthropic opportunities.

### SCHOLARSHIP

- 1) In 2018 we awarded \$15,000 in scholarships which is the highest total amount we have given. We have approved to award \$25,000 in 2019 given the health of our administrative and scholarship account.
- 2) We discussed the possibility of awarding a Hospitality Management internship as a new element this year but were unable to finalize details. That said, one of our selected scholarship winners is a student with a Hospitality Management Major so perhaps we can still try to find someone to partner them with.

### FUNDRAISING

- 1) Our goal for 2019 remains to focus on the Bowling and Golden Palm Awards as our main fundraisers. These take place in June and October respectively. The Bowling Fundraiser was a huge success at its new venue with 28 lanes selling out and profits beating out all prior years.

We are in the thick of final planning and preparation for the Golden Palm Awards and are excited to report record breaking sponsorships already. Hopefully by the time we convene to review this, we can report more details about the success of the event.

#### ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

- 1) We continue to look for ways to increase designer and architect participation and paid memberships.  
**Staff Note: Typically, this comes down to the type of programs you are offering (making sure they are attractive to designers/architects and also showing membership benefit. There are many great ways to highlight members! Post member news on chapter social media sites, NEWH Magazine, chapter website, and chapter publications (new**

**positions, new products – provide link to company website). Create a member spotlight on your chapter page, highlighting a member each month. Recognize your chapter's Top ID recipients on social media and publications. Identify members at your event with a member ribbon or sticker – make them feel special!**

- 2) We would specifically like ideas of ways to better incorporate hospitality management and culinary students/professionals.
- 3) We would be interested in hosting a BrandED panel – new brands opening in South Florida that will be available in 2020 for such a function include a Marriott Autograph Collection and a Hilton Canopy both in WPB.  
**Please reach out to [debbiemckelvey@bernhardt.com](mailto:debbiemckelvey@bernhardt.com)**

## SUNSHINE

Kary Maybury & Angela Reed Miller, delegates

*chartered September 1, 1996*

#### MEMBERSHIP

Current update on Membership:

248 Total Members – 22 Student, 89 general, 137 Associate/Corporate, Business, Courtesy Members.

We have one new corporate sponsor, Encore as well.

Membership has been diligent about following up with the new members to encourage them to come to sundowners, fundraisers etc. There has also been a strong effort to speak to repeat attendees of these events to encourage membership if they have not already signed up.

#### PROGRAMMING

Finalizing the last 2 Sundowners of the year inclusive of our Toy Drive which is held in December. Looking at two new venues, one being the Delaney Hotel, trying to set up a tour in conjunction with the Sundowner...this tends to attract more people.

October Sundowner was huge success at Universal's Aventura. The Roof top location was perfect with great views and the tour was well received.

#### SCHOLARSHIP

All Scholarship recipients were notified back in June. Checks and letters have been sent to all Colleges/Universities.

All winners were invited to our Annual Fundraiser, unfortunately they are unable to attend. We are looking at possibly hosting a luncheon or dinner in future years to celebrate the recipients at a more convenient time for them that does not interfere with classes.

#### FUNDRAISING

Our Annual Fundraiser will be held October 18th at 1010 West. The theme this year is Sunshine Derby so we will be excited to post photos of all the wonderful hats and fascinators!!

Ticket sales have been a bit slower than we'd like but we are confident in a last minute rush as that is typical for our Chapter. Sponsorships on the other hand have done well and we are more than confident this will bring us over 40%!!

#### OTHER CHAPTER HIGHLIGHTS

Top ID Winners have been selected and sent to Inc.

For 2020 we have decided to merge our DASH Event with Top ID as we did not have room to incorporate that in 2019.

We have majority of Board Positions filled for 2020 and the few remaining we have had interest in from some newer members since the voting email went out so that is very exciting!

#### CHAPTER/REGION GOAL

This year we truly had a goal of attracting more students to both become members but also to apply for scholarships. We would have preferred to get a few more applications for the scholarships but we did see quite a few more students attending Sundowners and also become members, or at the very least showing more of an interest. This is something we still need to work on and will definitely remain a focus for next year.

We also wanted to see more submittals for Top ID and we were successful!!

#### REPORT BACK TO CHAPTER/REGION

In our monthly Board meetings following any IBOD Meeting whoever the delegate/s in attendance were will go over their notes from the meeting in brief, answer any questions and make any major announcements. Our Board is happy to hear the ideas that come from other chapters!

#### OUR CHAPTER/REGION WOULD LIKE HELP WITH

The Sunshine Chapter wants to continue to focus on getting new Student members and additional Scholarship applicants.

Our focus for 2020 will also be to get some "new blood" on our committees so ideas are fresh and current!!

**Staff Note: Connect with educators on your chapter's school list. Schedule a meet and greet for educators/students to learn more about NEWH hold where's it's convenient for everyone at school, in the classroom or at a local coffee shop. Ask past recipients to connect with their prior educator and schedule a visit to talk to students about what NEWH can offer. Have your scholarship awards event covered by a local newspaper or school paper to increase visibility of NEWH in local community. Educators are key in encouraging students to apply for scholarship and membership, make a personal outreach, invite educators to your event, ask them to serve as a board member. Recruit a student representative from each of your major colleges, give each student a goal (obtain 5 new student memberships, post membership/scholarship details on college social media sites, etc.). Post scholarship details on college social media sites. Ask the college if they have a student day where the chapter can have a small booth or come in to talk to students about NEWH. Partner with other local organizations on a student/educator event. Ask students/educators what are some ways to increase NEWH's visibility with the college.**

## TORONTO

Tara Witt, delegate

*chartered November 18, 2004*

#### MEMBERSHIP

We are managing to maintain our membership numbers at this

time. We recently discussed our membership strategy in our Strategic Planning session with Trudy Craven, which was very helpful and insightful. We talked about new types of members that we can seek out, and how we can retain these members and offer value to them. Some of these examples include restaurateurs, culinary, educators, and ownership. Our membership director is fired up about 2020 with some fresh ideas, and we are looking forward to seeing what comes of it!

### PROGRAMMING

Our Strategic Planning session also helped us zero-in on what elements of programming we wanted to improve on. It had more to do with the broad stroke values we wanted to implement as a chapter. We realized that the educational part of our programs is where we can really offer quality to our members. Not only does it tie into our mission statement as an organization, but it really helps us demonstrate why someone's membership in NEWH Toronto is so invaluable.

We have a new Programming Director in 2020 who is full of energy and ideas. We have started to put together our calendar now, so we can be ahead of the ball starting off in January.

### SCHOLARSHIP

Our Scholarship review committee just finished our review for 2019 recipients, and we selected 3 winners. I am so excited to say that we had 50 applications this year, which is way more than we have ever had! I believe 3 main things contributed to this success:

1. A very thorough review of the school list— every single school was contacted separately. Instead of just asking for updated contact information, we also asked what was the best way to get the word out. The educators were happy to help and connected us to people in the schools with the primary function of promoting scholarship opportunities.
2. Social media integration — we posted 3 curated and consecutive posts on Instagram about the opportunities and tagged all the schools and student unions in them. This would increase the likelihood that they would show up in feeds and get noticed.
3. The application process itself — the online application for was easy for students to fill out and submit through. The only thing I will say is that we received some through the NEWH portal, some just via email, and some in the physical mail. A lot of students submitted parts of their application one way, and parts another way. Putting all the applications together was a long process, and there was not a central list of all applicants to compare against. I was a bit paranoid that we would be missing applications due to spam filters, but I can confidently say we got everyone that came in! We will look for a better way to streamline this in 2020.

### FUNDRAISING

Our golf tournament and silent auction in September was a success! Lots of people turned up to golf, and we had some

great donations. We haven't received a final report of the numbers, but looking forward to seeing how this affects our scholarship opportunities in 2020.

I think the members were happy to have the golf fundraiser back, and I believe it is something we will continue to do in the future. We had lots of great feedback from the industry.

### OTHER CHAPTER HIGHLIGHTS

Our Strategic Planning session with Trudy Craven was outstanding. I think it brought so much value to everyone who attended. It was not just about our chapter board, but more of a personal development opportunity for everyone that would manifest in their positions on the board. Setting very specific goals and then making action plans to see them through is something that our chapter has not done in the past. It was also a great opportunity to evaluate where we are, talk about where we want to go, and communicate openly.

### CHAPTER/REGION GOAL

We set 8 goals in total for our chapter. Those goals were all assigned to a board member with a timeline to evaluate and an action plan.

The goal I took on is to develop and implement a structure for committee meetings. We will hold a quarterly review for the first year after implementation of the template we adopt to see how successful it is. I am currently drafting a template and hope to present and discuss it at our next board meeting. The template will cover a set structure for how often committees meet, who will present the findings or minutes of those committee meetings at BOD meetings, what is to be accomplished in committee meetings vs. board meetings, and what kinds of motions should be brought forward for voting at BOD meetings.

### REPORT BACK TO CHAPTER/REGION

Yes, I do. I tend to share a lot about what other chapters are doing, or what obstacles they may be having. I wouldn't say I receive feedback on my report necessarily, but I do think it's a great source of fresh ideas for our chapter. It is also comforting to know that chapters go through ups and downs, and all of the frustrations we may be going through are not unique to us. It's great to see that other chapters have faced similar challenges and worked through them.

### ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

Continuing to address our succession planning and giving people the tools they need to thrive in their positions. I think making board training easier to digest would encourage new people to really learn their positions and get excited about them! The typical training can be slightly overwhelming, so maybe it can be broken up into manageable bites?

**Staff Note: The NEWH Inc staff is always available to walk through individual positions and help at any time. 😊**

## UNITED KINGDOM

Caroline Cundall & Rebekah Ellis, delegates

*chartered June 12, 2002*

### MEMBERSHIP

The UK continues to build on our membership and as of September 2019 we are at 147 members, however we believe we have since passed our 150 members point which was our goal for 2019. This is very exciting as we have increased our membership considerably this year. We continue to have a very diverse membership made up of suppliers, designers, hoteliers, purchasing agents, and students, and this is reflected in our events which are attracting more people from the industry. We

also believe that having so many designers on the Board is helping to make designers more aware of NEWH and more interested in joining.

Whilst we continue to draw new members our biggest challenge is the on-line subscription and renewal process as we still get prospective members sharing their frustration at trying to sign up to NEWH and need to work on a smoother and more efficient process. Kevin Swart (Northern Lights) will continue his excellent work as Director of Membership for 2020.

## PROGRAMMING

The year is almost over and we have had some great events in 2019. Highlights included the TopID Event, the Round Tables, our Students getting their Scholarship Awards, and Sunset Yoga on the top floor of an amazing building just as the sun went down. To end the year we have two more events planned; SpaED in October which is to be held at Domus Tiles Showroom and features talks from Sparc Studio (spa designers) and Paula Perkins (spa consultant), followed in November by a breakfast networking event at the Sleep+Eat Show where we will also be exhibiting our winning students work.

We are planning our events for 2020 where we again have a busy and very exciting programme, capitalising on the success of our events in the last couple of years. Alison Kells (Ulster Carpets) will continue as Director of Events Programming and our intention for 2020 is to concentrate on a theme of Wellness wherever possible. We are also aware that her role can be overwhelming so we are allocating more Chairs to help with events in 2020.

The following is our draft programme planned for 2020 and shows the diverse nature of the events planned.

January – Hotel Tour – The Standard London

February – Top ID Event

March – Wellness Event (tbc)

April – Hotel/Spa Tour (tbc)

May – Student Judging Day

June – Annual Fundraiser & Scholarship Presentation, plus Round Table Event

July – Yoga Wellness Event

August – London Supper Club (tbc)

September – Design Show Breakfast (tbc)

September – Art/Craft Event (tbc)

October – ED event, panel discussions (details tbc)

November – Sleep+Eat Exhibition & Membership Drive

Again we are looking for sponsors for as many of our events as possible this coming year and we are starting the drive for sponsorship earlier as we have realised that many larger companies will have already allocated their 2020 spending budgets by November 2019. We have struggled to get sponsors at the latter stage of the year and recent financial uncertainty in the UK has also made it more difficult to get commitment to sponsorship.

## SCHOLARSHIP

Libby Bull (now at AD Associates), our Scholarship Director, continues to drive the scholarships with a real passion and in addition to building the relationships with a greater number of design colleges she also looks to keep the relationships with past students who have been awarded scholarships.

For 2020 Libby is stepping up to the role of VP Admin & NEWH Delegate but will still oversee the Scholarships as the students are her passion. We have brought in a new Chair to help Libby with the students and scholarships for 2020; Annette Culhane, who has an interior design background and was teaching interior design for several years and is now back in the hospitality design world. We are excited that Annette will bring a new perspective on students and scholarship opportunities.

## FUNDRAISING

### VANCOUVER REGIONAL

Alex Jones, steering committee chair

## MEMBERSHIP

As of October we have 155 members which 63 are students. We were able to add a lot of design firms and have an excellent

We held our Annual Fundraiser in June at the Soho Hotel and were delighted to award 4 new students with scholarships this year. We held our Round Table event in the afternoon at the same location with our Scholarship presentation following it that evening. The Round Table event was a great success and it was fully sold out and attended by designers as well as suppliers, hoteliers and purchasing agents.

Hannah Rogers will continue in her role as Director for Fundraising for 2020 where she has already established very good contacts.

## OTHER CHAPTER HIGHLIGHTS

The UK chapter has built a strong foundation and a very clear succession plan as the Board has become bigger, and more robust whilst still remaining very diverse. Within the Board we now have 7 interior designers, 2 hoteliers, 8 suppliers, and 2 media contributors. All the key positions are filled for 2020 and we have several people now waiting in the wings to join the NEWH Board which highlights how the profile of the organisation has been raised.

## CHAPTER/REGION GOAL

We plan to continue in 2020 to raise the membership within the UK as it enables us to carry out more events and raise more money for scholarships. We will be aiming to reach 200 members this coming year.

We are still looking at exploring the opportunities for an NEWH chapter in Europe with Paris holding an exclusive dinner event in June to raise awareness of NEWH. We know that Paris has the second largest design community in Europe after the UK and so it is the logical place to make our entrance into Europe (just as the UK are making their exit ironically!).

## REPORT BACK TO CHAPTER/REGION

There was a lot of interest hearing about the types of events that other chapters organise – the idea of a Supper Club was particularly intriguing and would work well in London and we hope to try and arrange a similar event this year. There was also discussion about the scholarships and ways to encourage our students to attend more events.

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

We need assistance in making the membership application and renewal system easier and simpler as referenced above, plus attracting US suppliers and design firms to join as they look to opportunities in the UK and Europe.

**Staff note: US suppliers and design firms will become more aware of opportunities in the UK and Europe through continued marketing - making sure calendar events are set and save the dates go out in a timely manner from the NEWH, Inc. office. Chapter marketing on Instagram, Facebook and chapter NEWH website page showing what occurred, who was there and what they missed really draws attention and interest.**

**Regarding simplifying the application process, a person who is joining as a UK member will see a link to a PDF that is a shorter form than the UK online application. The information in the short form is the bare minimum of the information we need for processing an application. Since individuals do move around in the industry, we do ask for personal information so we have an alternate way of staying connected if their business information was not updated/forwarded to us.**

renewal rate.

Our goal is to have another 10 more members and reach out to NEWH INC corporate sponsors to make sure their local reps are

members as well.

Our membership director has been really diligent in contacting all the members up for renewal and our group sends the interested parties her direction for immediate follow up.

#### **PROGRAMMING**

We did want to have to more additional events this year but it was trying to secure the locations we wanted and to find dates that didn't conflict with various designer events in town. There are four months of the year which are heavy with designer events that we are unable to book events. Our student round table was again really successful with a high student turn out.

#### **SCHOLARSHIP**

We were able to bump up the scholarship to \$3000 from \$2500 this year. We did contemplate a second scholarship but was counselled by three previous winners that it is better to give a larger amount then split the award.

We were able to add a Berman Falk design scholarship for \$1000.00 this year and are excited to see the response we will receive. It will be heavily promoted in the next few months with the winner being announced at our first event in 2020.

#### **FUNDRAISING**

We have been maintaining all positive revenue for our events. We aim for each event to be paid for upfront with a healthy contingency then the ticket sales go over and beyond.

#### **OTHER CHAPTER HIGHLIGHTS**

We are excited to promote and have a large following from Vancouver to go to the Seattle Leadership conference in 2021.

Our Annual is coming up in November and Chris Tucker and Sheila will be in attendance! We have branded our FALL event with great success and we anticipate over 250 attendees and

currently have 9 generous sponsors.

#### **CHAPTER/REGION GOAL**

We set out to increase our membership and we met the minimum goal but would like to exceed it for next year.

#### **REPORT BACK TO CHAPTER/REGION**

We were fortunate to have four people last year at the IBOD meeting. This year I will be the only one attending so will be sure to update everyone on the various updates.

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

- The TOP ID selection process has been questioned by our board. We have three key design firms that will forever meet the criteria. We are concerned of the optics of selecting the same three each year.
- These three are equally talented and more then fit the criteria (over and beyond) and selecting one over the other has the appearance of favoritism.
- We are interested is in having the TOP portion expanded to allow for smaller firms to be recognized as well or a separate award or?

*Staff note: The TopID criteria for was revised for 2020 nominations - changes were made to the judging form/criteria (based on the comments received last year) in hopes to level the playing field for smaller firms. We have seen positive results in nominations this year based on the revised criteria. It is NEWH's intent to strengthen and grow this program to create more value to the recipient and the awarding chapters/regions. If you have suggestions/concerns, please reach out to the NEWH office who will put you in touch with the TopID committee members.*

### **WASHINGTON DC METROPOLITAN**

Jennifer Farris & Monica Meade, delegates

*chartered November 6, 1992*

**NO REPORT SUBMITTED FOR 11/2019 MTG.**

**ADDENDA**

**MOTION TO APPROVE MINUTES**

Date: November 9, 2019

Motion Number: 1

I, \_\_\_\_\_, move to approve the minutes as presented / as corrected.

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

VOTE COUNT:

YEA: \_\_\_\_\_

NAY: \_\_\_\_\_

ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:

Defeated:

**MOTION TO ADD POSITION TO NEWH, INC. BOARD OF DIRECTORS**

Date: May 14, 2019

Motion Number: 5

I, Trisha Poole, move to appoint Stacey Olson to the position of Director/Education on the NEWH, Inc. Board.

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

VOTE COUNT:

YEA: \_\_\_\_\_

NAY: \_\_\_\_\_

ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:

Defeated:

**MOTION TO ADJOURN**

Date: May 14, 2019

Motion Number: 8

I, \_\_\_\_\_, move to adjourn the NEWH, Inc. Board of Directors Meeting.

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

VOTE COUNT:

YEA: \_\_\_\_\_

NAY: \_\_\_\_\_

ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:

Defeated:

## **NEWH Continuing Education CEU Proposal**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence and business development opportunities.*

### **Mission**

Develop a program of continuing education giving the NEWH membership which will provide opportunities to gain knowledge and skills essential for the professional development required to maintain industry standards.

### **Objectives**

Development of a program for continuing education giving membership access to educational trends through distance and in-class learning from colleagues, industry professionals and educators. This will be accomplished by offering CEU events, and white paper, training, online submissions, videos, as well as other approved formats from membership and industry partners, for those approved for accreditation, as well as those where formal approval is not required.

### **Guidelines**

The Executive Board has determined the parameters and approval process and establishing the committee will be the first step in moving this initiative forward. A call for committee volunteers will be issued for Committee Members no later than November 31, 2019 with a deadline of January 31, 2020.

### **Committee Member Requirements**

The committee should consist of 6-10 members. Roles will include:

- VP Education – oversees this initiative
- Director Continuing Education – serves as Educational Liaison – educator who reviews needs of students. Reaches out to Education SME's and works with education content editor. This Director reports progress to IBOD.
- Committee members committed to the research and expansion to fulfill the objectives outlined.

### **Committee Responsibilities**

The development of the appropriate documents will provide a framework for the development, presentation, measurement and management of the course offerings. These should include the following and will be developed by the committee:

- NEWH Chapter/Regional Group CEU Proposal form - Develop template for course submission (refer to the guidelines published by IDCEC) best practices for submission and approval. To include the following:
  1. Session title
  2. Session time
  3. Session description
  4. Speaker, moderator, panelist
  5. Venue if required
- Course approval requirements
- Course approval forms (2), courses approved for Credit and those non-eligible for credit
- Course review and evaluation forms (2)
- Certificate of completion form
- Instructor Biography to include the following:
  1. Name, title/position/company (exactly how it should appear in marketing material)
  2. Bio 100-word max
  3. High resolution headshot
  4. Email, cell phone, business phone, business-mailing address
- Certificate of completion

### **NEWH Responsibilities National and Chapter TBD**

- Training for Chapter Boards
- Community Outreach
- Best Practices
- Assessment
- Establish method of record and amount of time for access

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 be currently seated on the Board of Directors 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.



## Program Script for Fundraisers & Programs Speakers & TopID

Welcome to (insert title of your event)

We have a few NEWH business announcements:

- **Thank Event Sponsors**  
*We'd like to thank (company name) for generously sponsoring tonight's program, say a little about what (company) does, introduce the attendees from the sponsoring company and ask them to stand)*
- **Thank Chapter Sponsors**  
*We'd like to thank (company name) for their sponsorship of our chapter, say a little about what the (company) does, introduce the attendees from the sponsoring company and ask them to stand)*
- **Thank NEWH Corporate Partners**  
*(draw attention to the Corporate Partner banner, these partners give anywhere from \$18,000-\$35,500 per year - ask if there are any attendees from those companies – ask them to stand and thank them!)*
- *Without the generous support of our Event Sponsors, Chapter Sponsors and Corporate Partners NEWH could not accomplish what we do today! And we would like to thank you for supporting (include your chapter name here) throughout the years – because of you, our chapter has been able to give (insert \$ amount in total given by your chapter here) in scholarships and the entire NEWH organization has awarded (insert \$ amount in total here) in scholarships! (Call NEWH Inc for up to date amounts.)*
- *We would like to share a video so you may become more familiar with NEWH about who we are and what we do:*  
**Video (optional)- Show NEWH video – 1 or 6 minute version if venue permits. Always show with sound. If sound is not possible do not show the video and do not show video on continuous loop. We suggest it be shown at one major event during the year.**  
*As you can see, NEWH touched the lives of these students and so many more over the years. (can be stated if video shown)*
- **What is NEWH**  
*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities. It's about Scholarship, Education, and Business Networking. **Customize for your chapter** (Our charter is to raise scholarship funds for individuals pursuing a career in the hospitality industry – whether it is in design, culinary or management. We provide educational programs, community service events and host fundraising events for our scholarship fund. Last year we awarded over \$xxx in scholarships to xx individuals thanks to you and our generous supporters.*
- **Ask all Chapter BOD members in attendance to join you. Introduce each name & position**  
*Our chapter board of directors, many volunteers and students worked tirelessly on their own time to present this event and throughout the year to plan events for our members and guests. Without their help, we could truly could not be a successful chapter. Let's give them a round of applause. Thank you all for making this a great event.*
- **Specifically ask these Directors to speak**
  - **Membership** – Announce new members:
    - *(insert names of new members) ask to stand if present*
    - **offer applications to non-members**
  - **Fundraising** – *PROMOTE your fundraising event if applicable and provide handouts with sponsorship info*
  - **Community Service** – *announce any upcoming community service events*
  - **Programming** – *Announce next program and hand out flyers*
  - **Any other directors that have announcements**



- Ask all NEWH Inc. staff in attendance to join you. Introduce each name & position  
*Each of the NEWH, Inc corporate office staff members help each chapter in so many ways. They are very dedicated and want to help each chapter succeed. Let's give them a round of applause.*
- Ask all NEWH Inc International IBOD and Executive board members in attendance to join you. Introduce each name & position. Call upon  
*Please join me in welcoming our International IBOD and Executive board members. They are responsible for running the business of NEWH. They too are volunteers dedicated to furthering the mission of NEWH and just like our Chapter board and volunteers, they work tirelessly to promote educational and scholarship, to develop initiatives, connect with industry professionals and associations and international chapter development, just to name a few of a long list of their responsibilities. Let's give them a round of applause.*
- Introduce and ask an International IBOD or Executive board member to announce any major international events or major initiatives.
  
- **Add this for events with speakers**
  - Describe your event
  - Introduce featured speakers
  - Featured Speakers include: Provide information from bio obtained from each speaker

Begin Program

At the end of the program, thank each speaker and the guests for attending and supporting NEWH

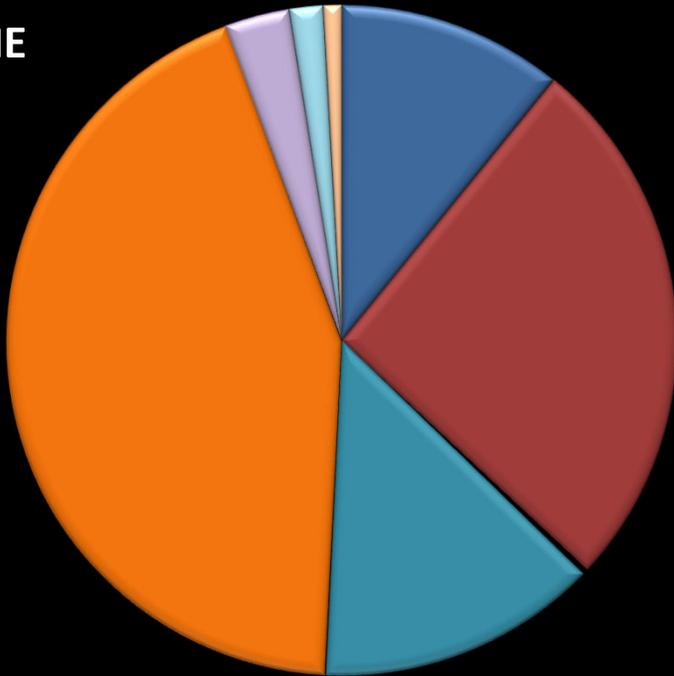
Remind everyone the dates and titles of upcoming events.

- **Add this for TopID award event**  
*We are here to announce the NEWH TopID winners. This award is a prestigious honor determined by NEWH chapter and regional boards to recognize and promote the best in our industry. A firm's quality design work in the hospitality industry, along with membership and support the firm has provided the NEWH chapter/region, is considered in the selection process. This exclusive recognition is NEWH's way of supporting and promoting our Designer membership. Not only are firms acknowledged by their local community as a leader in hospitality design, they are also celebrated internationally across the vast network of professionals in the industry!*  
*We would like to thank Hubbardton Forge for making this beautiful hand forged award to be presented to each recipient. Please welcome Heidi Limone, National Commercial Sales Manager for Hubbardton Forge. She is here to present the awards.*
  - *Featured Top ID winner to include:*
  - *Introduce the firm and person accepting the award*
  - *Provide information from bio obtained from each winner*

At the end of the program, thank each Top ID and the guests for attending and supporting NEWH

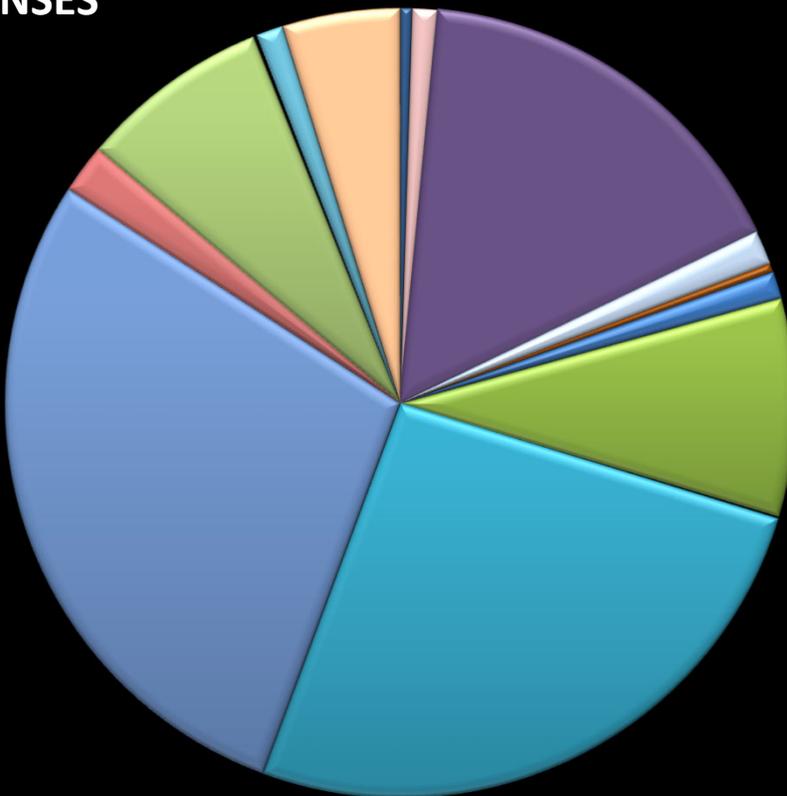
Remind everyone the dates and titles of upcoming events.

# INCOME



- Administration
- Conference Events
- Corporate Partner
- Education
- Fundraising
- Marketing
- Membership
- Misc
- Regional Tradeshow
- Scholarship
- Sustainability
- Website

# EXPENSES



- Board Meetings
- Board Training
- Conference Events
- Corporate Partner
- Education
- Fundraising
- Legal/Accounting/Insurance
- Marketing
- Membership
- Misc
- Payroll/Benefits/Taxes
- Phone/Email
- Regional Tradeshow
- Reserve Account
- Scholarship
- Sustainability
- Tradeshow
- Travel
- Website

## NEWH AWARDS REVIEW

### THE PINNACLE AWARD

The NEWH Pinnacle Award (formerly known as Recognition of Excellence Award) will be given to an NEWH member who has contributed extraordinary time and effort to NEWH, has a minimum of fifteen (15) years' experience in the Hospitality Industry, has held a local Chapter and/or International Board position for at least one term, and has mentored four people in the industry, at least two of whom are women. The nominee must also have unquestioned professional ethics.

#### Award Presentation:

The award presentation will take place at the 2020 NEWH Leadership Conference in Seattle, WA. Awardees must be able to attend presentation.

#### Nomination Information:

Deadline: November 1, 2020

Nomination form and description can be found at [www.newh.org](http://www.newh.org) – About Us – Awards

### NEWH COLLEGE OF FELLOWS

#### Purpose

Fellowship is bestowed on NEWH members who have made notable contributions to the Hospitality Industry, not only through their work, but through their demonstrated commitment to NEWH.

The application process is held every other year and is conducted by the Chair of the College of Fellows together with a jury of selected members of the College. Fellows will be inducted at the Leadership Conference.

#### Criteria / Eligibility

- A current member in good standing of NEWH and has been a member for 10 consecutive years or more.
- Nominee must exhibit the highest level of ethical conduct and professionalism in the Hospitality Industry. Examples of these items must be included in the nomination form, along with 5 letters of references from NEWH members in good standing endorsing the nomination, and 2 other references from Hospitality Industry professionals.
- Nominee must have excellent leadership skills.
- Nominee must have contributed to mentoring at least 2 individuals in the Hospitality Industry.

#### Nomination Process

A Fellowship nomination can be made by a Chapter Board, an NEWH member, or can be a self-nomination.

#### Timeline

- July 1, 2020 – Nominations open
- October 31 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15 – Fellow recipients informed
- February 2021 – Fellow recipients recognized at the NEWH 2021 Leadership Conference

#### Nomination Information:

Deadline: October 31, 2020

Nominations will open July 1, 2020. Nomination form and description can be found at [www.newh.org](http://www.newh.org) – About Us – Awards

### TOPID AWARD

#### What is TOP ID?

RECOGNIZING DESIGN EXCELLENCE – The TopID award is a prestigious honor determined by NEWH chapter and regional boards to recognize and promote the best in our industry. A firm's quality design work in the hospitality industry, along with membership and support the firm has provided the NEWH chapter/region, is considered in the selection process. This exclusive recognition is NEWH's way of supporting and promoting our Designer membership. Not only are firms acknowledged by their local community as a leader in hospitality design, they are also celebrated internationally across the vast network of professionals in the industry!

#### How would your firm benefit from being name a TopID?

TopID firms will be asked to sign a consent form that allows NEWH to post their photography on the NEWH website for promotional purposes. They may also be contacted by media related to speaking opportunities, editorial comment and or participation in events as a highly-respected design professional. They will be published in the ICON of Industry booklet that is distributed at the Gold Key Awards Ceremony in November during the BDNY Show held in New York City. By accepting the honor of NEWH TopID, NEWH will present the list on the NEWH website and at all international events they participate in with

the intent of presenting the TopID firms as the “elite” and most exceptional design firms in the regions they are within. NEWH encourages members and industry professionals to utilize this list when in need of a design leader for their projects or expert advice within their companies or events.

**Minimum Criteria - required**

- Current Membership (one person within the local firm must be a current voting member in good standing with NEWH)
- Minimum of 3 hospitality projects completed within the 18-month period prior to nomination (January 1, 2018 to June 30, 2019) with 150-word written narrative describing each project
- Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format) – images will be acquired from the winning firms after TopIDs have been announced
- Firm must have an accessible website

**TopID Deadlines for 2019 TopID:**

|                 |  |
|-----------------|--|
| May 6           | TopID info sent to chapters/regions. Chapter/Regions are to get the word out to qualifying firms in their area - nominations due July 1. Call for nominations email sent to A&D members. |
| July 1          | TopID Nomination forms from Candidate Firms due to chapters/regions  |
| July 1 – Sept 1 | Chapters and Regions review nominees   |
| September 1     | TopID winners due to NEWH, Inc. office! Chapters/Regions to submit three final TopID winners (with nomination forms and judging forms) to Diane Federwitz                                |
| September 15    | NEWH Office to notify the chapters/regions their TopID nominees have been approved   |
| October 30      | Chapter President/Regional Chairs notify the TopID winners. All notifications are to be made no earlier than October 30 (TopID winners are revealed at BDNY)                             |

**Nomination Information:**

Deadline: July 1

A link to the nomination form can be found at [www.newh.org](http://www.newh.org) – About Us – Awards

**NEWH JOYCE JOHNSON AWARD**

**Description of Award/Qualifications:**

The NEWH Joyce Johnson Award of Excellence will be given to an NEWH member who has contributed extraordinary time and effort to your local NEWH chapter, has been a chapter member for at least 7 years, has held a local chapter board position for at least one term, and has mentored chapter members and helped strengthen the chapter to achieve its goals. The nominee must also have unquestioned professional ethics.

**Award Presentation:**

The award presentation should take place at a major chapter event and the awardee must be able to attend the event.

**Nomination Information:**

The nomination form must be completed by the Chapter President and must be submitted 6-8 weeks prior to award presentation event. Nomination form can be found on website - and description can be found on the website - Login to website and click on Board Resources – Awards area.

## Setting Your Goals – Template

**The Goal Statement (Start with a VERB!)**

**The Measure (How will you know when you have achieved the Goal?)**

**When to Start?**

**When to End?**

**What are the Major Milestones? (Make it a Project!)**



REGIONAL TRADESHOWS

|   |                    | 2004      | 2005      | 2006      | 2007       | 2008       | 2009       | 2010       | 2011       | 2012       | 2013       | 2014       | 2015       | 2016       | 2017       | 2018       | 2019       | net profit for<br>NEWH, Inc. | avg. proceeds<br>per show |
|---|--------------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------------------------|---------------------------|
| <b>Atlanta</b>                              | Income             |           |           |           |            |            |            | 116,255.00 |            | 147,740.00 |            | 145,310.00 |            | 174,847.00 |            | 177,774.00 |            |                              |                           |
|   | Expense            |           |           |           |            |            |            | 49,558.66  |            | 54,100.54  |            | 67,830.96  |            | 64,622.17  |            | 59,461.58  |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            | 26,678.54  |            | 37,455.78  |            | 30,991.62  |            | 44,089.93  |            | 47,324.97  |            |                              |                           |
|   | NEWH, Inc. profit  |           |           |           |            |            |            | 40,017.80  |            | 56,183.68  |            | 46,487.42  |            | 66,134.90  |            | 70,987.45  |            | 279,811.25                   | 55,962.25                 |
| <b>Dallas</b>                               | Income             | 94,000.00 |           | 96,290.00 |            | 85,591.00  |            | 150,620.00 |            | 168,010.00 |            |            | 171,165.00 | 203,504.00 |            | 223,304.00 |            |                              |                           |
|   | Expense            | 31,769.38 |           | 29,046.13 |            | 31,515.83  |            | 47,482.16  |            | 78,400.11  |            |            | 87,309.94  | 73,698.85  |            | 91,926.49  |            |                              |                           |
|   | Chapter Percentage | 24,959.05 |           | 25,155.46 |            | 21,039.88  |            | 41,255.14  |            | 35,843.96  |            |            | 33,542.02  | 51,922.06  |            | 52,671.00  |            |                              |                           |
|   | NEWH, Inc. profit  | 37,271.57 |           | 42,088.41 |            | 33,035.29  |            | 61,882.70  |            | 53,765.93  |            |            | 50,313.04  | 77,883.09  |            | 79,006.51  |            | 435,246.54                   | 62,178.08                 |
| <b>Chicago</b>                              | Income             |           |           |           |            |            |            |            | 163,395.00 |            | 176,487.50 |            | 202,051.00 |            | 208,759.00 |            |            |                              |                           |
|   | Expense            |           |           |           |            |            |            |            | 79,647.36  |            | 79,738.20  |            | 92,759.23  |            | 87,685.69  |            |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            |            | 33,499.06  |            | 38,699.72  |            | 43,716.71  |            | 48,429.32  |            |            |                              |                           |
|   | NEWH, Inc. profit  |           |           |           |            |            |            |            | 50,248.58  |            | 58,049.58  |            | 65,575.06  |            | 72,643.99  |            |            | 246,517.21                   | 61,629.30                 |
| <b>Denver</b>                               | Income             |           |           |           |            |            |            | 70,395.00  |            | 98,970.00  |            | 144,681.25 |            |            | 199,195.00 |            | 188,068.00 |                              |                           |
|   | Expense            |           |           |           |            |            |            | 30,887.01  |            | 54,149.13  |            | 68,258.25  |            |            | 79,958.12  |            | 83,835.45  |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            | 15,803.20  |            | 17,928.35  |            | 30,569.20  |            |            | 47,694.75  |            | 41,693.02  |                              |                           |
|   | NEWH, Inc. Profit  |           |           |           |            |            |            | 23,704.79  |            | 26,892.52  |            | 45,853.80  |            |            | 71,542.13  |            | 62,539.53  | 230,532.77                   | 57,633.19                 |
| <b>Hawaii</b>                               | Income             |           |           |           |            |            |            |            |            |            |            |            | 103,578.00 |            | 101,609.00 |            |            |                              |                           |
|   | Expense            |           |           |           |            |            |            |            |            |            |            |            | 49,126.41  |            | 38,344.52  |            |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            |            |            |            |            |            | 21,780.64  |            | 25,305.79  |            |            |                              |                           |
|   | NEWH, Inc. Profit  |           |           |           |            |            |            |            |            |            |            |            | 32,670.95  |            | 37,958.69  |            |            | 70,629.64                    | 35,314.82                 |
| <b>Houston</b>                              | Income             |           |           |           |            |            |            |            |            | 68,487.50  |            | 132,651.25 |            | 142,117.00 |            | 116,689.00 |            |                              |                           |
|   | Expense            |           |           |           |            |            |            |            |            | 37,075.39  |            | 63,335.43  |            | 60,620.38  |            | 51,731.98  |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            |            |            | 12,564.84  |            | 27,726.33  |            | 32,598.65  |            | 25,982.81  |            |                              |                           |
|   | NEWH, Inc. Profit  |           |           |           |            |            |            |            |            | 18,847.27  |            | 41,589.49  |            | 48,897.97  |            | 38,974.21  |            | 148,308.94                   | 37,077.24                 |
| <b>Los Angeles<br/>Founding<br/>Chapter</b> | Income             |           |           |           |            |            | 112,472.50 |            | 147,965.00 |            |            | 164,905.00 |            |            |            |            |            |                              |                           |
|   | Expense            |           |           |           |            |            | 52,567.12  |            | 61,125.30  |            |            | 95,509.83  |            |            |            |            |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            | 23,962.15  |            | 34,735.88  |            |            | 27,758.07  |            |            |            |            |            |                              |                           |
|   | NEWH, Inc. profit  |           |           |           |            |            | 35,943.23  |            | 52,103.82  |            |            | 41,637.10  |            |            |            |            |            | 129,684.15                   | 43,228.05                 |
| <b>Miami</b>                                | Income             |           |           |           |            |            |            |            |            |            |            |            |            | 114,794.50 |            |            | 205,001.00 |                              |                           |
|   | Expenses           |           |           |           |            |            |            |            |            |            |            |            |            | 49,667.22  |            |            | 89,733.63  |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            |            |            |            |            |            |            | 26,050.91  |            |            | 46,110.94  |                              |                           |
|   | NEWH, Inc. profit  |           |           |           |            |            |            |            |            |            |            |            |            | 39,076.37  |            |            | 69,156.43  | 108,232.80                   | 54,116.40                 |
| <b>New York</b>                             | Income             |           |           |           |            |            |            | 176,810.00 |            | 167,785.00 |            |            |            |            |            |            |            |                              |                           |
|   | Expenses           |           |           |           |            |            |            | 79,194.19  |            | 78,375.67  |            |            |            |            |            |            |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            | 39,046.32  |            | 35,763.73  |            |            |            |            |            |            |            |                              |                           |
|   | NEWH, Inc. profit  |           |           |           |            |            |            | 58,569.49  |            | 53,645.60  |            |            |            |            |            |            |            | 112,215.09                   | 56,107.55                 |
| <b>North<br/>Central</b>                    | Income             |           |           |           |            | 59,351.00  |            |            | 61,890.00  |            | 84,432.50  |            | 96,366.25  |            | 96,677.50  |            |            |                              |                           |
|   | Expense            |           |           |           |            | 33,943.48  |            |            | 25,648.58  |            | 37,492.31  |            | 51,147.47  |            | 48,327.17  |            |            |                              |                           |
|   | Chapter Percentage |           |           |           |            | 10,163.01  |            |            | 14,496.57  |            | 18,776.08  |            | 18,087.51  |            | 19,340.13  |            |            |                              |                           |
|   | NEWH, Inc. profit  |           |           |           |            | 15,244.51  |            |            | 21,744.85  |            | 28,164.11  |            | 27,131.27  |            | 29,010.20  |            |            | 121,294.94                   | 24,258.99                 |
| <b>Northwest</b>                            | Income             |           |           |           | 42,197.50  |            | 54,120.00  |            | 68,090.00  |            | 121,495.00 |            | 170,832.50 |            | 178,244.50 |            |            |                              |                           |
|   | Expense            |           |           |           | 18,510.19  |            | 24,749.31  |            | 41,506.95  |            | 55,024.07  |            | 81,215.70  |            | 59,022.59  |            |            |                              |                           |
|   | Chapter Percentage |           |           |           | 9,001.18   |            | 11,718.28  |            | 10,633.22  |            | 26,588.37  |            | 35,846.72  |            | 47,688.76  |            |            |                              |                           |
|   | NEWH, Inc. Profit  |           |           |           | 14,686.13  |            | 17,652.41  |            | 15,949.83  |            | 39,882.56  |            | 53,770.08  |            | 71,533.15  |            |            | 213,474.16                   | 35,579.03                 |
| <b>Orlando</b>                              | Income             |           |           |           |            |            | 106,432.00 |            | 138,632.00 |            | 156,472.50 |            | 175,816.00 |            | 186,783.00 | 185,411.00 |            |                              |                           |
|   | Expense            |           |           |           |            |            | 38,880.01  |            | 52,711.71  |            | 68,262.88  |            | 74,961.44  |            | 77,535.86  | 76,876.56  |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            | 27,020.80  |            | 34,368.12  |            | 35,283.85  |            | 40,341.82  |            | 43,698.86  | 65,120.67  |            |                              |                           |
|   | NEWH, Inc. Profit  |           |           |           |            |            | 40,531.19  |            | 51,552.17  |            | 52,925.77  |            | 60,512.74  |            | 65,548.28  | 43,413.77  |            | 205,521.87                   | 41,104.37                 |
| <b>Pittsburgh</b>                           | Income             |           |           |           |            |            |            |            |            |            |            |            |            | 97,947.00  |            |            |            |                              |                           |
|   | Expense            |           |           |           |            |            |            |            |            |            |            |            |            | 41,038.60  |            |            |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            |            |            |            |            |            |            | 22,763.36  |            |            |            |                              |                           |
|   | NEWH, Inc. Profit  |           |           |           |            |            |            |            |            |            |            |            |            | 34,145.04  |            |            |            | 34,145.04                    | 34,145.04                 |
| <b>San<br/>Francisco</b>                    | Income             |           |           |           |            |            |            |            |            | 113,460.00 |            | 141,705.00 |            | 155,862.00 |            |            |            |                              |                           |
|   | Expense            |           |           |           |            |            |            |            |            | 67,454.22  |            | 69,409.43  |            | 101,654.57 |            |            |            |                              |                           |
|   | Chapter Percentage |           |           |           |            |            |            |            |            | 18,402.31  |            | 28,918.23  |            | 21,682.97  |            |            |            |                              |                           |
|   | NEWH, Inc. Profit  |           |           |           |            |            |            |            |            | 27,603.47  |            | 43,377.34  |            | 32,524.46  |            |            |            | 103,505.27                   | 34,501.76                 |
| <b>Southern<br/>Counties</b>                | Income             |           | 68,396.75 |           |            |            |            |            |            |            |            |            |            |            |            |            |            |                              |                           |
|   | Expense            |           | 44,664.35 |           |            |            |            |            |            |            |            |            |            |            |            |            |            |                              |                           |
|   | Chapter Percentage |           | 9,348.32  |           |            |            |            |            |            |            |            |            |            |            |            |            |            |                              |                           |
|   | NEWH, Inc. Profit  |           | 23,732.40 |           |            |            |            |            |            |            |            |            |            |            |            |            |            | 23,732.40                    | 23,732.40                 |
| <b>Washington<br/>DC<br/>Metro</b>          | Income             | 69,960.00 | 61,124.00 | 81,715.00 | 104,761.10 | 112,290.00 | 120,830.00 | 149,165.00 |            | 147,840.00 |            | 163,445.00 |            | 197,857.50 |            | 199,998.00 |            |                              |                           |
|   | Expense            | 31,877.94 | 36,668.94 | 33,124.74 | 41,894.84  | 40,770.89  | 50,834.10  | 59,596.06  |            | 70,013.38  |            | 78,185.08  |            | 79,977.09  |            | 81,831.46  |            |                              |                           |
|   | Chapter Percentage | 15,904.89 | 9,060.94  | 20,991.40 | 23,693.71  | 27,292.41  | 27,998.36  | 35,827.58  |            | 31,130.65  |            | 34,103.97  |            | 47,152.16  |            | 47,266.62  |            |                              |                           |
|   | NEWH, Inc. Profit  | 22,177.17 | 15,394.12 | 27,598.86 | 39,172.55  | 44,226.70  | 41,997.54  | 53,741.36  |            | 46,695.97  |            | 51,155.95  |            | 70,728.25  |            | 70,899.92  |            | 483,788.39                   | 43,980.76                 |

## Board Resources - ONLINE

**Does your board have the resources and information available to have a successful year?** Do all board members know exactly what is expected of them in their position? Encourage your board members to utilize the Board Resources section online for templates and helpful resources to help them in their position. If you appoint new directors/chairs throughout the year, share the job description with them that can be found in the Board Resources.

**NOTE:** you must be logged in to the website in order to see the NEWH Board Resources menu item on the bottom of the page – if you have problems logging in, please contact Diane at the NEWH office to reset your login.

On the bottom of the home page in the blue area, you will see NEWH Board Resources under the Resources menu.



You will then see a directory of resources included under each discipline. Look around at the resources available for anything that may pertain to you and make your job easier!

|  |   |
|--|---|
| <p><u><a href="#">General Resources</a></u></p> <ul style="list-style-type: none"> <li>The Structure of your Board of Directors</li> <li>Chapter Organization Chart</li> <li>Chapter Board Member Job Descriptions</li> <li>Chapter Business Plan Template</li> <li>Commercialism Policy/NEWH Logo Usage</li> <li>Joyce L. Johnson Award / Recognition of Excellence</li> <li>Corporate Partner Signage</li> <li>NEWH By-laws</li> <li>Quarterly Conference Calls/Webinar Schedule and Minutes</li> <li>Chapter Calendar</li> <li>Mandatory Chapter Director Webinar Training</li> </ul> | <p><u><a href="#">Board Meeting Resources</a></u></p> <ul style="list-style-type: none"> <li>Board Meeting Agenda</li> <li>Board Meeting Minutes</li> <li>Motion Form</li> <li>Who Can Vote?</li> <li>Reporting to the Board</li> <li>Achieving Consensus</li> <li>The Art of Delegation</li> <li>Communicating with your Chapter Membership</li> <li>Conflict of Interest/Code of Ethics</li> <li>Dealing with Conflict</li> <li>Decision Making</li> <li>Motions</li> <li>Who Can Vote on your Board</li> <li>Parliamentary Procedure</li> <li>Project Scope Document</li> <li>Quarterly Conference Calls/Webinars</li> </ul> |
| <p><u><a href="#">Board Training</a></u></p> <ul style="list-style-type: none"> <li>Board Orientation/Training for Full Board</li> <li>Chapter Board Member Job Descriptions</li> <li>Quickbooks Seminar</li> <li>Smart Goals</li> <li>Training PowerPoints for each Board Position</li> </ul>   | <p><u><a href="#">Financial Support</a></u></p> <ul style="list-style-type: none"> <li>Budget Calculator</li> <li>Check Request</li> <li>Contracts</li> <li>Event Invoice</li> <li>Tax Exempt Explanation</li> <li>Travel Reimbursement</li> </ul>  |
| <p><u><a href="#">Marketing</a></u></p> <ul style="list-style-type: none"> <li>Chapter Newsletters</li> <li>NEWH Corporate Partners</li> <li>Commercialism Policy and NEWH Logo Guidelines</li> <li>Social Media Guidelines</li> <li>Promoting NEWH and your Chapter</li> <li>Marketing Materials – Ordering</li> <li>Photography Release</li> <li>Press Release Template</li> <li>Banners</li> </ul>  | <p><u><a href="#">Membership</a></u></p> <ul style="list-style-type: none"> <li>Types of Membership</li> <li>Member Interest Survey</li> <li>Membership Director Information</li> <li>Membership Drive</li> <li>New Member Welcome</li> <li>Renewal Reminder</li> </ul>   |

**Nominations**

Chapter Nomination Timeline  
Chapter/Region Job Descriptions  
Chapter Board Organization Chart  
NEWH, Inc. Board of Directors

**Programming/Fundraising**

Programming vs Fundraising Event – What's the difference?  
Budget Calculator  
Catering Checklist  
Certificate of Insurance Form  
Communicating with your Chapter Membership  
Corporate Partner Signage  
Contracts  
Contribution/Sponsor Acknowledgement (Thank you letter)  
Event Badge Templates  
Funds – What's Required and Distribution  
Event Sponsorship Request Letter  
Liquor Policy  
Program Script  
Results of Activity Reporting – Programming  
Results of Activity Reporting – Fundraising  
Setting your Plan for the Year  
Speed Mentoring Event  
Sponsorship Agreement  
Sustainability Programming

**Regional Groups**

Establishment of a Regional Group  
Regional Group Application  
Regional Group Manual

**Scholarship & Education**

Scholarship Process  
Guidelines for Scholarships  
Educator & Student PowerPoint  
Frequently Asked Questions  
Accredited College Resources  
Letter to Non-winning Applicants  
Letter to Scholarship Winner  
Scholarship Check Request Form  
Hold Harmless Policy Chapters  
Scholarship Application Evaluation  
Chapter Event Idea Templates  
Vendor Scholarship Agreements  
In Memory Scholarship Agreements

**Awards**

NEWH Pinnacle Award (formerly known as Recognition of Excellence Award)  
NEWH College of Fellows  
TopID Awards  
NEWH Joyce Johnson Award

**NEWH, Inc. Policies & Procedures**

Liquor Policy  
Event Refund/Cancellation Policy  
NEWH, Inc. By-laws

**NEWH, Inc. Regional Tradeshows**

Tradeshow Policies  
Timeline

**NEWH, Inc. Board**

Board Reporting Forms  
Ambassador  
Continuing Education  
Delegate  
Development  
Education  
Events  
Executive Advisor  
Expansion  
Finance  
Fundraising  
International Expansion  
International Relations  
Marketing  
Marketing Collateral  
Marketing Communications  
Membership – director  
Membership – vice president  
NEWH Conferences  
Past President  
President  
President Elect  
Regional Tradeshows  
Scholarship  
Secretary  
Sustainable Hospitality – director  
Sustainable Hospitality – vice president

NEWH By-laws  
Travel Reimbursement

**Board Reports / Minutes / Etc.**

International Board of Directors Meeting Packets

**Member Logos**



# **NEWH Chapter Business Plan**

NEWH/(chapter) – (year)

## **What is a Chapter Business Plan?**

A chapter business plan helps to ensure your chapter's success. And, as the blueprint for your chapter, a chapter business plan is a critical element because it showcases your chapter's vision, board structure, calendar, financial projections, and goals.

The chapter business plan outlines the operating framework of your chapter by detailing who you are, what are your plans/goals, and how you will generate proceeds for NEWH's mission of scholarship and education.

## **CHECK LIST**

*Required* - these items **must** be submitted to the NEWH, Inc. office:

**Board of Directors/Chairs**

*NEWH has a list of your nominated board – please submit any chairs appointed by the board by January 31<sup>st</sup> – and as additional chairs are appointed, or any board changes occur throughout the year*

**Chapter Event Calendar**

*Calendar will be posted on the NEWH website – specific calendar dates will be added to the event calendar. Calendar should be submitted by January 31<sup>st</sup>*

**Chapter Budget**

*Submit an approved budget to NEWH Inc. by the end of February – please contact the NEWH office for any resources you may need (past budgets, budget template, etc.)*

The following pages can be used as a template to submit the required items.

## Other Helpful Items to include in your Chapter Business Plan

### Written Goals:

Ask each director/chair to write 2-3 goals they'd like to complete for the year. These goals will be the starting point for board discussion and planning throughout the year.

Here are a few examples:

- Your membership director has a goal to get more students members involved in your events. This goal should be shared with the chapter programming director and the scholarship director to ensure that one of your chapter programs planned includes student involvement (i.e. portfolio review, mentoring event, etc.)
- Your scholarship director has a goal to increase the amount of student scholarship applications received. This goal should be shared with your board and a plan should be put into place for chapter members to visit local schools, or contact schools in your surrounding area, to speak to students about NEWH's scholarship opportunities.
- Your VP/Development has a goal to increase the number of committee members in your chapter. This goal could be shared with your membership director and other board members to formulate a plan to reach out to current members, and new members, to find out members' interest to be involved and asking them to volunteer.

### SWOT Analysis:

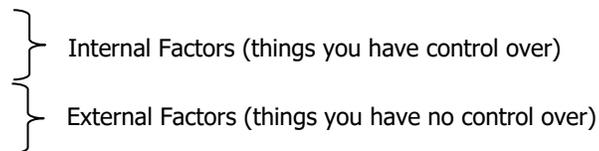
Conduct a SWOT analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats



## Chapter Board

|                            |                               |
|----------------------------|-------------------------------|
| President                  | enter president               |
| VP-Administration/Delegate | enter vp-admin/delegate       |
| VP-Development/Delegate    | enter vp-development/delegate |
| Secretary                  | enter secretary               |
| Treasurer                  | enter treasurer               |
| Past Pres./Parliamentarian | enter past president          |
| Executive Advisor          | enter executive advisor       |
| Scholarship                | enter director                |
| Membership                 | enter director                |
| Programming                | enter director                |
| Fundraising                | enter director                |
| Marketing                  | enter director                |

### Optional Positions

|                       |             |                         |             |
|-----------------------|-------------|-------------------------|-------------|
| By-laws & Ethics      | enter chair | Internet Communications | enter chair |
| CEU                   | enter chair | Public Relations        | enter chair |
| Committee Development | enter chair | Publications            | enter chair |
| Community Service     | enter chair | Regional Tradeshow      | enter chair |
| Database              | enter chair | Strategic Alliances     | enter chair |
| Education/Mentoring   | enter chair | Strategic Planning      | enter chair |
| Farewell Ambassador   | enter chair | Student Representative  | enter chair |
| Historian             | enter chair | Sustainable Hospitality | enter chair |
| Hospitality           | enter chair | Ways & Means            | enter chair |

## Calendar of Events

Chapters are encouraged to form their calendar prior to the year beginning. Submit your Chapter Calendar to the NEWH Office no later than January 31st of each year.

**Programming/Networking Events:** Chapters are not required to hold an event each month. When putting together your calendar for the year, the key is to remember quality vs quantity. Instead of struggling to put on an event every month, plan 3-4 great programming events for the year (tours, speakers, panels, CEUs, etc.) that are of high value to designers, manufacturers, and students – and in between those events, do more low-key happy hour/sundowner type events. A program’s mission is to develop relationships and build membership in a more business type setting.

Think about the event – is it an event you don’t want to miss, or is it more of a casual networking event that may not be as beneficial to you? Focus on what your members are going to be attracted to, especially venues – whether it’s a newly opened or remodeled hotel, new restaurants, etc. Invite those involved in the project to speak.

**Fundraising Event:** Remember, chapters are required to hold at least one fundraising event per year – this is your FUN event. A FUNdraiser’s purpose is to raise money for NEWH’s mission of Scholarship & Education.

**Board Meetings:** Chapters are required to hold at least 10 Board of Directors Meetings per year.

|   |                        |
|---|------------------------|
| <p><b>January</b><br/> <i>Example:</i><br/>                 2<sup>nd</sup> – Board Meeting<br/>                 11th – Sundowner/Happy Hour</p> | <p><b>February</b></p> |
| <p><b>March</b></p>   | <p><b>April</b></p>    |
| <p><b>May</b></p>   | <p><b>June</b></p>     |
| <p><b>July</b></p>  | <p><b>August</b></p>   |
| <p><b>September</b></p>   | <p><b>October</b></p>  |
| <p><b>November</b></p>  | <p><b>December</b></p> |

## SWOT Analysis

|  |   |
|--|---|
| <b>Strengths</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>     | <b>Weaknesses</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul> |
| <b>Opportunities</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul> | <b>Threats</b> <ul style="list-style-type: none"><li>•</li><li>•</li></ul>    |

## NEWH, INC. INSTAGRAM GUIDELINES

### Goal:

Grow awareness to NEWH through Instagram by displaying images that showcase our mission and events that are happening on an International and Chapter level.

### Objectives:

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. Post an image daily</li> <li>2. Be consistent with message</li> <li>3. Market scheduled events</li> </ol> | <ol style="list-style-type: none"> <li>4. Keep post professional</li> <li>5. Engage your followers</li> <li>6. Drive traffic to website</li> </ol> |
|---|--|

### Ideas of what to post:

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Post pictures of members</li> <li>2. Post quotes that relate to our mission statement</li> <li>3. Tell a short story</li> <li>4. Hold contest</li> <li>5. Thank event sponsors (including sponsor logo)</li> <li>6. Post meeting notices on Instagram</li> </ol> | <ol style="list-style-type: none"> <li>7. Post event wrap-up photos (i.e. 'look what you missed')</li> <li>8. Promote one member per month</li> <li>9. Highlighting TopIDs</li> <li>10. Highlighting scholarship recipients</li> <li>11. Sustainable tip a week</li> </ol> |
|--|--|

### What **NOT** to do/post on Chapter or NEWH Inc Instagram pages:

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Post too many times (more than 3 times a day)</li> <li>2. Share partying images</li> <li>3. Overuse hashtags (no more than 15 hashtags)</li> <li>4. Use an advertising platform (no ads, thanking sponsors is ok)</li> <li>5. Use profanity</li> </ol> | <ol style="list-style-type: none"> <li>6. Use someone's photo without giving them credit</li> <li>7. Post without captions</li> <li>8. Political Statements or Views</li> <li>9. Ignore followers' comments</li> <li>10. Auto share every Facebook or Twitter post</li> </ol> |
|--|---|

### Chapter Guidelines:

1. Only 2 people on the board are to have the rights to Instagram. The Board should approve who these 2 people are since they will have Social Media privileges and passwords.
2. Only one password is to be used for Chapter Boards, The password is to be provided to NEWH, Inc. as well.
3. The password for the Chapter is to be changed if and when a person with Instagram privileges no longer participates in posting.

### Hashtags:

#Hospitality Industry  
 #Raisingmoneyforscholarships  
 #NEWHInc  
 #donate  
 #nonprofits  
 #hospitalitydesign

#leadership  
 #education  
 #hospitalityscholarships

### Tags:

@NEWHInc  
 @chapter (i.e. @NEWHDallas, @NEWHAtlanta, etc.)

Non-Profits to follow on Instagram for inspiration

<http://www.nonprofitmarketingguide.com/blog/2015/04/16/50-nonprofit-instagram-accounts-you-should-follow-right-now/>

Please follow NEWH, Inc. on Instagram @NEWHInc

**2019**

|                  |                                   |  |   |
|------------------|-----------------------------------|--|---|
| 9-Nov            | NEWH, Inc. Board of Directors Mtg | Javitz Convention Center, New York, NY |   |
| 11-10 Sep        | NEWH EC Strategic Wrap-up         | Javitz Convention Center, New York, NY |   |
| 10-11 Nov        | BDNY / HX                         | Javitz Convention Center, New York, NY | <a href="http://www.bdny.com">www.bdny.com</a>  |
| 11-Nov           | Gold Key Awards                   | New York, NY                           | <a href="http://www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/">www.bdny.com/Content/Gold-Key-Awards-Gala/10_58/</a>  |
| 12-Nov           | Platinum Circle Awards            | Conrad Hotel, New York, NY             | <a href="http://www.hospitalitydesign.com/awards-events.shtml">www.hospitalitydesign.com/awards-events.shtml</a>  |
| 13-Nov           | AHEAD MEA                         | Caesars Palace Bluwaters, Dubai, UAE   | <a href="https://www.aheadawards.com/mea/2019">https://www.aheadawards.com/mea/2019</a>   |
| 18-Nov           | AHEAD Europe                      | Battersea Evolution, London, UK        |   |
| 20-21 Nov        | SLEEP + EAT                       | Olympia, London                        | <a href="https://www.sleepandatevent.com/">https://www.sleepandatevent.com/</a>   |
| <b>28-Nov</b>    | <b>Thanksgiving</b>               |  |   |
| 4-5 Dec          | Hotel Innovation Tech Summit      | Dubai, UAE                             | <a href="https://brainlinx.com/conference/Second-Hotel-Technology-Innovation-Summit/">https://brainlinx.com/conference/Second-Hotel-Technology-Innovation-Summit/</a> |
| 5-8 Dec          | Art Basel Miami                   | Miami Beach Convention Center          | <a href="http://www.artbasel.com">www.artbasel.com</a>  |
| 11-Dec           | HD CitySCENE - Dallas             | Dallas, TX                             | <a href="https://www.hospitalitydesign.com/awards-events/CitySCENE/">https://www.hospitalitydesign.com/awards-events/CitySCENE/</a>                                   |
| 8-10 Dec         | HealthTac Food & Beverage         | Disney's Grand Floridian, Orlando, FL  | <a href="https://healthtac.com/">https://healthtac.com/</a>   |
| 9-11 Dec         | HI Design America                 | Omni Amelia Island Plantation          | <a href="http://www.hidesign-americas.com/">http://www.hidesign-americas.com/</a>   |
| <b>23-30 Dec</b> | <b>Chanukah</b>                   |  |   |
| <b>25-Dec</b>    | <b>Christmas</b>                  |  |   |

**2020**

|               |  |  |   |
|---------------|--|--|---|
| 7-10 Jan      | Heimtextile  | Frankfurt am Main  | <a href="https://heimtextil.messefrankfurt.com/frankfurt/en.html">https://heimtextil.messefrankfurt.com/frankfurt/en.html</a>   |
| 10-13 Jan     | DOMOTEX 2020   |  |   |
| 12-14 Jan     | Table  | London   |   |
| 13-19 Jan     | IMM Cologne, the International Furniture Fair        | Cologne, Germany   | <a href="https://www.imm-cologne.com/">https://www.imm-cologne.com/</a>   |
| 16-19 Jan     | Interior Design Show                                 | Metro Toronto Convention Centre - South Bldg.                | <a href="https://toronto.interiordesignshow.com/en/home.html">https://toronto.interiordesignshow.com/en/home.html</a>   |
| 17-21 Jan     | MAISON&OBJET Paris                                   | Paris, France  | <a href="http://www.maison-objet.com/en/paris">www.maison-objet.com/en/paris</a>  |
| <b>20-Jan</b> | <b>Martin Luther King Day</b>                        |  |   |
| 21-23 Jan     | KBIS   | Las Vegas Convention Center                                  | <a href="http://www.kbis.com">www.kbis.com</a>  |
| 22-24 Jan     | Future Offices Winter                                | New York   | <a href="http://www.iqpc.com">www.iqpc.com</a>  |
| 22-23 Jan     | Great Hospitality Show                               | NEC Birmingham   | <a href="http://www.hospitalityshow.co.uk/">http://www.hospitalityshow.co.uk/</a>   |
| <b>23-Jan</b> | <b>NEWH Reg. Tradeshow / ORLANDO</b>                 | <b>Doubletree by Hilton @ Seaworld</b>                       | <a href="https://newh.org/events/orlando-newh-regional-tradeshow-2020/">https://newh.org/events/orlando-newh-regional-tradeshow-2020/</a>   |
| <b>24-Jan</b> | <b>NEWH, Inc. Board of Directors</b>                 | <b>Doubletree by Hilton @ Seaworld</b>                       |   |
| 26-27 Jan     | ALIS Law   | Residence Inn & Courtyard / LA LIVE                          | <a href="https://www.alisconference.com/alis-law">https://www.alisconference.com/alis-law</a>   |
| 26-30 Jan     | 2020 Winter Las Vegas Market                         | World Market Center, Las Vegas, NV                           | <a href="https://www.lasvegasmarket.com">https://www.lasvegasmarket.com</a>   |
| 27-29 Jan     | ALIS   | JW Marriott & Microsoft Theater                              | <a href="http://www.alisconference.com/">http://www.alisconference.com/</a>   |
| 27-30 Jan     | SURFACES   | Mandalay Bay Convention Center                               | <a href="https://www.intlsurfaceevent.com/en/the-event/dates-times.html">https://www.intlsurfaceevent.com/en/the-event/dates-times.html</a>   |
| 29 Jan        | HD City Scene  | Los Angeles  | <a href="https://www.hospitalitydesign.com/awards-events/CitySCENE">https://www.hospitalitydesign.com/awards-events/CitySCENE</a>   |
| 30-31 Jan     | 2020 ARDA-WIN Meeting                                | Rosen Centre Hotel, Orlando, FL                              |   |
| 3-5 Feb       | Saudi Entertainment & Amusement/Design               | Riyadh, Saudi Arabia   |   |
| 4-8 Feb       | Stockholm Furniture & Light Fair                     | Stockholm, Sweden  |   |
| 5 Feb         | HD City Scene  | Atlanta, GA  | <a href="https://www.hospitalitydesign.com/awards-events/CitySCENE">https://www.hospitalitydesign.com/awards-events/CitySCENE</a>   |
| 5-7 Feb       | DOMOTEX USA  | Atlanta, GA  | <a href="https://domotexusa.com/">https://domotexusa.com/</a>   |
| 11-13 Feb     | BD Winter Forum                                      | Four Seasons, Vail, CO                                       |   |
| 12-Feb        | Design Speaks  | Dallas, TX   |   |
| <b>14-Feb</b> | <b>Valentine's Day</b>                               |  |   |
| <b>17-Feb</b> | <b>President's Day</b>                               |  |   |
| 21-23 Feb     | Kitchen & Bath Show                                  | Las Vegas, NV  | <a href="https://www.kbis.com/">https://www.kbis.com/</a>   |
| 24-25 Feb     | Hotel Association of Canada National Conference      | Delta Hotels by Marriott Toronto Airport & Conference Center | <a href="https://www.bigpictureconferences.ca/event/hotel-association-of-canada-conference/">https://www.bigpictureconferences.ca/event/hotel-association-of-canada-conference/</a> |
| 26-28 Feb     | Hospitality Design Summit                            | JW Marriott Cancun Resort & Spa                              | <a href="https://www.hds Summit.com/">https://www.hds Summit.com/</a>   |
| Mar           | Design Week London                                   | Design Centre Chelsea Harbour, London                        |   |
| 2-4 Mar       | International Hotel Investment Forum                 | InterContinental, Berlin, Germany                            | <a href="http://www.berlinconference.com/">http://www.berlinconference.com/</a>   |
| 3-5 Mar       | The Foodservice Show / The Professional Kitchen Show | ExCeL London   | <a href="https://www.hrc.co.uk/professionalkitchenshow/">https://www.hrc.co.uk/professionalkitchenshow/</a>   |
| 3-5 Mar       | Interiors & Tabletop Show / Hotel,                   | ExCeL London   | <a href="https://www.hrc.co.uk/">https://www.hrc.co.uk/</a>   |

|                 |  |  |   |
|-----------------|--|--|---|
|                 | Restaurant & Catering                              |  |   |
| 4-6 Mar         | HI DESIGN MEA                                      | Kempinski, Dead Sea, Jordan                                  | <a href="http://www.hidesign-mea.com/">http://www.hidesign-mea.com/</a>   |
| 8-9 Mar         | The Female Empowerment Edition                     | Los Angeles  | <a href="https://www.stayboutiqueconference.com/the-female-empowerment-edition">https://www.stayboutiqueconference.com/the-female-empowerment-edition</a>                               |
| 9-12 Mar        | International Furniture Fair Singapore             | Singapore  | <a href="https://update.hicapconference.com/">https://update.hicapconference.com/</a>   |
| <b>10-Mar</b>   | <b>Purim</b>                                       |  |   |
| 11 Mar          | HD City Scene                                      | Miami, FL  |   |
| 11-14 Mar       | Design Shanghai                                    |  |   |
| 12-Mar          | AHEAD Asia 2020                                    | Andaz Singapore  | <a href="https://www.aheadawards.com/asia/2020">https://www.aheadawards.com/asia/2020</a>   |
| 12-13 Mar       | HICAP Asia Pacific                                 | Grand Hyatt Singapore  |   |
| 12-16 Mar       | All Aboard   | Fort Lauderdale to Cozumel                                   | <a href="https://nexteventsusa.com/events/#aad">https://nexteventsusa.com/events/#aad</a>   |
| <b>17-Mar</b>   | <b>St. Patrick's Day</b>                           |  |   |
| 17-18 Mar       | Independent Hotel Show                             | Amsterdam RAI, Amsterdam, NL                                 |   |
| 18-20 Mar       | Hunter Conference                                  | Atlanta Marriott Marquis, Atlanta, GA                        | <a href="http://www.hunterconference.com/">http://www.hunterconference.com/</a>   |
| 24-26 Mar       | DOMOTEX asia/CHINAFLOOR                            | Shanghai PR China  | <a href="https://www.domotexasiachinafloor.com/">https://www.domotexasiachinafloor.com/</a>   |
| 24-27 Mar       | Indian Gaming Tradeshow & Convention               | San Diego Convention Center, San Diego, CA                   | <a href="https://www.indiangamingtradeshow.com/510/indian-gaming-tradeshow-home.htm">https://www.indiangamingtradeshow.com/510/indian-gaming-tradeshow-home.htm</a>                     |
| 25-28 Mar       | HOTEC Asia   | Intercontinental Hanoi Westlake, Vietnam                     | <a href="https://www.hotecasia.com/?_ga=2.118869071.774853263.1572548024-594035132.1572548024">https://www.hotecasia.com/?_ga=2.118869071.774853263.1572548024-594035132.1572548024</a> |
| 26 Mar          | HD City Scene                                      | New York   |   |
| 29-31 Mar       | Healthtac East                                     | Trump National Doral, Miami, FL                              | <a href="https://healthtac.com/">https://healthtac.com/</a>   |
| 30Mar-1Apr      | Nightclub & Bar Show                               | Las Vegas Convention Center                                  | <a href="http://www.ncbshow.com">www.ncbshow.com</a>  |
| <b>31-Mar</b>   | <b>Dallas Regional Tradeshow</b>                   | <b>Hyatt Regency, Dallas, TX</b>                             | <a href="https://newh.org/events/dallas-newh-regional-tradeshow-2020/">https://newh.org/events/dallas-newh-regional-tradeshow-2020/</a>   |
| 31Mar-2Apr      | The Hotel Show Saudi Arabia                        | Jehhah, Saudi Arabia   |   |
| 3-Apr           | CityScene  | Los Angeles, CA  |   |
| 5-8 Apr         | HotelPoint 2020                                    | Westin Kierland Resort & Spa, Scottsdale, AZ                 | <a href="https://www.cpmgevents.com/hotelpoint/">https://www.cpmgevents.com/hotelpoint/</a>   |
| 6-10 Apr        | High Point Market                                  | High Point, NC   |   |
| <b>8-16 Apr</b> | <b>Passover</b>                                    |  |   |
| <b>12-Apr</b>   | <b>Easter</b>                                      |  |   |
| 13-16 Apr       | AAHOA Convention & Tradeshow                       | Orlando, FL  | <a href="https://www.aahoa.com/aahoacon20">https://www.aahoa.com/aahoacon20</a>   |
| 15-16 Apr       | Hawaii Hotel & Restaurant Show                     | Hawaii Convention Center                                     |   |
| 20-23 Apr       | Coverings '20                                      | Ernest N. Morial Convention Center, New Orleans, LA          | <a href="https://www.coverings.com/">https://www.coverings.com/</a>   |
| 20-24 Apr       | Hostelco 2020                                      | Fira Barcelona Gran Via – L'Hospitalet de Llobregat          | <a href="http://www.hostelco.com/">http://www.hostelco.com/</a>   |
| 21-23 Apr       | HITEC Europe 2020                                  | Convention Center of Palma, Palma, Spain                     |   |
| 21-26 Apr       | Salone del Mobile.Milano                           | Milamp Fairgrounds, Milano, Italia                           | <a href="https://www.salonemilano.it/en/">https://www.salonemilano.it/en/</a>   |
| 22 Apr          | HD City Scene                                      | Washington DC  |   |
| <b>23-Apr</b>   | <b>Bethesda Regional Tradeshow</b>                 | <b>Bethesda North Marriott Hotel &amp; Conference Center</b> | <a href="https://newh.org/events/bethesda-newh-regional-tradeshow-2020/">https://newh.org/events/bethesda-newh-regional-tradeshow-2020/</a>   |
| 25-Apr          | Design Talks                                       | San Francisco, CA  |   |
| 25-28 Apr       | Environments for Aging                             | Louisville, KY   |   |
| 25-29 Apr       | High Point Market                                  | Market at the Point, High Point, North Carolina              | <a href="http://www.highpointmarket.org">www.highpointmarket.org</a>  |
| 27-28 Apr       | Hotel Summit 2020!                                 | Five Lakes Resort, Colchester                                | <a href="https://hoteldesigns.net/hotel-summit/">https://hoteldesigns.net/hotel-summit/</a>   |
| 1-May           | CityScene  | Washington DC  |   |
| 3-7 May         | ARDA World 2020 Annual Convention & Expo           | The Diplomat Resort, Hollywood, FL                           | <a href="https://www.arda.org/meetings-awards/default.aspx">https://www.arda.org/meetings-awards/default.aspx</a>   |
| <b>3-May</b>    | <b>NEWH Founder's Circle</b>                       |  |   |
| <b>4-May</b>    | <b>NEWH, Inc. Board of Directors Meeting</b>       |  |   |
| 4-6 May         | Meet the Money                                     | Los Angeles, CA  | <a href="https://meetthemoney.hotellawyer.com/">https://meetthemoney.hotellawyer.com/</a>   |
| 5-7 May         | HD Expo & Conference                               | Mandalay Bay Convention Center, Las Vegas, NV                | <a href="https://www.hdexpo.com/">https://www.hdexpo.com/</a>   |
| 5-7 May         | LIGHTFAIR International                            | Las Vegas Convention Center, Las Vegas, NV                   | <a href="https://www.lightfair.com">https://www.lightfair.com</a>   |
| <b>10-May</b>   | <b>Mother's Day</b>                                |  |   |
| 11-12 May       | Caribbean Hotel & Reosrt Investment Summit (CHRIS) | Seminole Hard Rock Hotel & Casino                            |   |
| 12-14 May       | ULI Spring Meeting                                 | Metro Toronto Convention Centre, Toronto, ON Canada          | <a href="https://spring.uli.org/">https://spring.uli.org/</a>   |
| 14-16 May       | AIA Conference on Architecture 2020                | Los Angeles Convention Center, Los                           | <a href="https://conferenceonarchitecture.com">https://conferenceonarchitecture.com</a>   |

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|                  |  | Angeles, CA   |   |
| 16-19 May        | National Restaurant Association Show             | McCormick Place, Chicago, IL                          | <a href="https://www.nationalrestaurantshow.com">https://www.nationalrestaurantshow.com</a>   |
| 17-20 May        | International Contemporary Furniture Fair        | Jacob Javitz Center, New York, NY                     |   |
| 18-20 May        | Track Days                                       | Colorado Springs, CO                                  |   |
| 19-21 May        | Clerkenwell Design Week                          | London  | <a href="https://www.clerkenwelldesignweek.com/">https://www.clerkenwelldesignweek.com/</a>   |
| 20-May           | HD Siteseeing                                    | New York, NY  |   |
| 20-22 May        | HOLA   | Miami, FL   |   |
| <b>25-May</b>    | <b>Memorial Day</b>                              |   |   |
| 28 May           | HD City Scene                                    | Chicago, IL   |   |
| 31 May - 2 Jun   | BITAC Independent                                | The Mirage, Las Vegas, NV                             |   |
| 31 May-2 Jun     | Int'l Hospitality Industry Investment Conference | New York Marriott Marquis, New York, NY               | <a href="http://www.scps.nyu.edu/academics/departments/tisch/conference-s-events/ihii-conference.html">http://www.scps.nyu.edu/academics/departments/tisch/conference-s-events/ihii-conference.html</a> |
| 3-Jun            | HD Awards  | Cipriani, 25 Broadway, New York                       | <a href="https://www.hospitalitydesign.com/hdwards">https://www.hospitalitydesign.com/hdwards</a>   |
| 3-Jun            | Stay Boutique Live, the Investment Edition       | New York City   | <a href="https://www.stayboutiqueconference.com/the-investment-edition">https://www.stayboutiqueconference.com/the-investment-edition</a>   |
| 7-9 Jun          | Boutique Design Match                            | El San Juan Hotel, Puerto Rico                        | <a href="http://www.boutiquedesignmatch.com">www.boutiquedesignmatch.com</a>  |
| 8-10 Jun         | NeoCon   | Merchandise Mart, Chicago, IL                         | <a href="http://www.neocon.com/">http://www.neocon.com/</a>   |
| 9-11 Jun         | Global Shop                                      | McCormick Place, Chicago, IL                          |   |
| 10-11 Jun        | HD Next Gen Conference                           |   | <a href="https://www.hdnextgenforum.com/">https://www.hdnextgenforum.com/</a>   |
| 10-20 Jun        | HI Design Europe                                 | RIU Plaza Espana Hotel, Madrid, Spain                 | <a href="http://www.hidesigneurope.com/">http://www.hidesigneurope.com/</a>   |
| 14-17 Jun        | HOTEC Operations                                 | Ritz Carlton South Beach, Miami, FL                   | <a href="https://www.hotecoperations.com">https://www.hotecoperations.com</a>   |
| 15-18 Jun        | HITEC San Antonio                                | Henry B. Gonzalex Convention Center, San Antonio, TX  | <a href="https://www.hftp.org/hitec/houston/about/future_dates/">https://www.hftp.org/hitec/houston/about/future_dates/</a>   |
| 16-17 Jun        | Cruise Ship Interiors Expo                       | Miami Beach Convention Center                         | <a href="http://www.cruiseshipinteriors-expo.com">www.cruiseshipinteriors-expo.com</a>  |
| 16-18 Jun        | EXPHORE  | Centro Nacional De Convenciones, Heredia, Costa Rica  | <a href="https://www.exphore.com">https://www.exphore.com</a>   |
| 16-19 Jun        | HOTEC Middle East                                | Al Bustan Palace, Muscat, Oman                        | <a href="https://www.hotecme.com">https://www.hotecme.com</a>   |
| 17-18 Jun        | Wave of the Future                               |   |   |
| <b>21-Jun</b>    | <b>Father's Day</b>                              |   |   |
| 21-23 Jun        | Senior Lifestyle Design Match                    | Portland, Maine                                       | <a href="http://seniorlifestyledesignmatch.com/">http://seniorlifestyledesignmatch.com/</a>   |
| 21-23 Jun        | Hotel & Hospitality Show                         | Johannesburg, South Africa                            |   |
| 24-25 Jun        | ForWard: Women Advancing Hospitality             | Hilton Chicago  | <a href="https://www.ahla.com/events/forward">https://www.ahla.com/events/forward</a>   |
| 28-30 Jun        | HOTEC Design 2020                                | JW Marriott Miami Turnbery Resort & Spa, Aventura, FL | <a href="https://www.hotecdesign.com/">https://www.hotecdesign.com/</a>   |
| <b>4-Jul</b>     | <b>Independence Day</b>                          |   |   |
| 9 Jul            | HD City Scene                                    | London, United Kingdom                                |   |
| 13-16 Jul        | DOMOTEX Turkey                                   | Middle East Fair Center - Gaziantep, Turkey           | <a href="http://www.domotexturkey.com/en">http://www.domotexturkey.com/en</a>   |
| 22-24 Jul        | BD Summer Forum                                  | Hotel Villagio, Yountville, CA                        |   |
| 26-30 Jul        | 2020 Summer Las Vegas Market                     |   | <a href="https://www.lasvegasmarket.com">https://www.lasvegasmarket.com</a>   |
| <b>Aug</b>       | <b>Los Angeles Regional Tradeshow</b>            |   |   |
| 9-11 Aug         | Western Foodservice & Hospitality Expo           | Anaheim Convention Center                             | <a href="https://www.westernfoodexpo.com">https://www.westernfoodexpo.com</a>   |
| 12-14 Aug        | HICAP  | Sofitel Sydney Darling Harbour                        | <a href="https://www.burba.com/anz">https://www.burba.com/anz</a>   |
| 16-18 Aug        | HealthTAC-Senior/Assisted Living West            | La Cantera Resort & Spa, San Antonio, TX              |   |
| 23-26 Aug        | AHLEF Golf Classic                               | The Broadmoor, Colorado Springs, CO                   | <a href="https://www.ahla.com/events/ahlef-golf-classic">https://www.ahla.com/events/ahlef-golf-classic</a>   |
| Sep              | Paris Design Week                                | Paris et Île-de-France - 75 Paris                     | <a href="https://en.parisinfo.com/paris-show-exhibition/141802/paris-design-week">https://en.parisinfo.com/paris-show-exhibition/141802/paris-design-week</a>   |
| Sep              | HD Elevate                                       |   | <a href="https://www.hdelevate.com/">https://www.hdelevate.com/</a>   |
| <b>1-Sep</b>     | <b>Atlanta Regional Tradeshow</b>                | <b>Cobb Galleria Centre, Atlanta, GA</b>              | <a href="https://newh.org/events/atlanta-newh-regional-tradeshow-2020/">https://newh.org/events/atlanta-newh-regional-tradeshow-2020/</a>   |
| 4-8 Sep          | MaisonObjet Paris                                |   | <a href="https://www.maison-objet.com/en/paris">https://www.maison-objet.com/en/paris</a>   |
| <b>7-Sep</b>     | <b>Labor Day</b>                                 |   |   |
| 16 Sep           | HD City Scene                                    | Toronto   |   |
| 16-18 Sep        | Grounded by Design                               | Mohonk Mountain House, New Paltz, NY                  | <a href="https://groundedbydesign.co/">https://groundedbydesign.co/</a>   |
| <b>18-20 Sep</b> | <b>Rosh Hashana</b>                              |   |   |
| 21-24 Sep        | The Lodging Conference                           | JW Marriott Phoenix Desert Ridge Resort & Spa         | <a href="https://www.lodgingconference.com">https://www.lodgingconference.com</a>   |
| <b>27-28 Sep</b> | <b>Yom Kipper</b>                                |   |   |

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| Oct              | BD Fall Forum                                | Louisville, KY                               |   |
| Oct              | HI Design Asia                               |  |   |
| Oct              | Women in Design                              |  | <a href="http://www.womenindesignaward.com">www.womenindesignaward.com</a>  |
| Oct              | westedge DESIGN FAIR                         | The Barker Hanger, Santa Monica, CA          | <a href="http://WestEdgeDesignFair.com">http://WestEdgeDesignFair.com</a>   |
| 1-4 Oct          | Interior Design Show                         | Vancouver Convention Centre West             | <a href="https://vancouver.interiordesignshow.com">https://vancouver.interiordesignshow.com</a>   |
| 5-8 Oct          | Global Gaming Expo (G2E)                     | Sands Expo Center, Las Vegas, NV             | <a href="http://www.gamingmeets.com/event/global-gaming-expo-g2e-2020/">http://www.gamingmeets.com/event/global-gaming-expo-g2e-2020/</a> |
| 7 Oct            | HD City Scene                                | San Francisco, CA                            |   |
| 13-16 Oct        | HOTEC Europe                                 | Rixos Libertas Dubrovnik, Croatia            | <a href="https://www.hoteceu.com">https://www.hoteceu.com</a>   |
| 19-23 Oct        | High Point Market                            | High Point, NC                               |   |
| <b>7-8 Nov</b>   | <b>NEWH EC Strategic Wrap</b>                | <b>Javitz Convention Center</b>              |   |
| <b>7-Nov</b>     | <b>NEWH, Inc. Board of Directors Meeting</b> | <b>Javitz Convention Center</b>              |   |
| 7-10 Nov         | Health Design Expo & Conference              | Music City Center, Nashville, TN             | <a href="http://www.hcdexpo.com">www.hcdexpo.com</a>  |
| 8-9 Nov          | BD ny  | Jacob Javitz Convention Center, New York, NY | <a href="https://bdny.com/">https://bdny.com/</a>   |
| 8-9 Nov          | HX: The Hotel Experience                     | Jacob Javitz Convention Center, New York     | <a href="https://thehotelexperience.com/">https://thehotelexperience.com/</a>   |
| 9-Nov            | Gold Key Awards                              |  |   |
| 10-Nov           | Platinum Circle                              |  |   |
| <b>26-Nov</b>    | <b>Thanksgiving</b>                          |  |   |
| Dec              | Art Basel in America                         | Miami Beach Convention Center, Miami         | <a href="https://www.artbasel.com/miami-beach">https://www.artbasel.com/miami-beach</a>   |
| 6-8 Dec          | Healthtac Food & Beverage                    | Reunion Resort, Orlando, FL                  |   |
| 10 Dec           | HD City Scene                                |  |   |
| <b>10-18 Dec</b> | <b>Hanukkah</b>                              |  |   |
| <b>25-Dec</b>    | <b>Christmas</b>                             |  |   |

**Thoughts from a New Member**

I see you at the meetings,  
but you never say hello.  
You're busy all the time you're there  
with those you really know.  
I sit among the members,  
yet I'm a lonely gal.  
The new ones feel as strange as I;  
the old ones pass us by.  
Darn it, you folks urged us to join  
and talked of fellowship,  
You could just cross the room, you know,  
but you never make the trip.  
Can't you just nod your head and smile  
or stop and shake a hand,  
get over your mom's good intentions.  
Then go sit among your friends?  
Now that I'd understand.  
I'll be at your next meeting,  
and hope that you will spend  
The time to introduce yourself,  
I joined to be your friend

*Thank you to Angela Reed for sending us this poem*

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**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: November 9, 2019

Motion Number:

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

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

Notes on discussion:



## 2020 – 2021 NEWH EXECUTIVE COMMITTEE BALLOT

Please mark your ballot and turn it in at the Board of Directors Meeting on Saturday, November 9, 2019. If you will not be attending the meeting, please fax your ballot to 800-693-6394 on or before Friday, November 1, 2019.

- |                            |                          |                  |
|----------------------------|--------------------------|------------------|
| Secretary                  | <input type="checkbox"/> | Fernando Diaz    |
| Vice President/Finance     | <input type="checkbox"/> | Sandy Banks      |
| Vice President/Scholarship | <input type="checkbox"/> | Natalie Sheedy   |
| Vice President/Education   | <input type="checkbox"/> | Christine Wasmer |
| Vice President/Development | <input type="checkbox"/> | Brittany Johnson |
|                            | <input type="checkbox"/> | Monica Meade     |

Please mark your ballot and turn it in at the Board of Directors Meeting on Saturday, November 9, 2019. If you will not be attending the meeting, please fax your ballot to 800-693-6394 on or before Friday, November 1, 2019.

Other members of the Executive Committee that are not on the ballot:

President: Christine Tucker  
Past President: Cynthia Guthrie  
Executive Advisor: Trisha Poole  
VP/International Relations Canada: Tara Witt  
VP/International Relations United Kingdom: Jonathan Young



Nominee Statements:

**Secretary:**

**Fernando Diaz**

- I will see accurate meeting notes of the bi-monthly conference calls and Board Meeting are provided and preserved; Attend a minimum of two board meetings (if not more);
- Establish a quorum at Board Meetings;
- Monitor votes at Board Meeting;
- Attend the yearly Strategic Planning Meeting at Milliken.

As a previous EC member, I was instrumental in creating the following initiatives:

- FELLOWS membership category, which inducted 14 members into the College of Fellows in 2019. We will be adding no more than 12 in 2012 and I would want to continue being part of that nominating committee.
- Creation of the NEWH Cuisine for a Cause fundraiser and would like to continue to be involved.

Thank you

Fernando Diaz

**Vice President/Finance:**

**Sandy Banks**

After serving on the Board of Directors as the Mentorship Chair and Director/Membership, I would like to now serve on the Executive Committee as Vice President/Finance. I am dedicated to serving and continuing to work on behalf of the organization to ensure growth and importance to the Hospitality Industry by providing scholarships, education and programming.

I will work closely with the NEWH staff to stay on top of and provide accurate financial information to the board. Also will work with the chapters to make sure they have submitted their signature cards, annual budget and reports due to the NEWH Office and to make sure they are in compliance.

**Vice President/Scholarship:**

**Natalie Sheedy**

It has been both rewarding and inspiring to be on the Executive Committee for the past 2 years (almost) as Secretary. I would be honored to be elected as the Scholarship VP for the next term.

As the Scholarship VP I would like to accomplish the following:

- Participate in a Scholarship Retreat to streamline and develop the structure of the Scholarship program at the international level.
- Work with the Inc office to create standards and formats for all scholarships.
- Work with the Inc office in reviewing all scholarship applications, etc.
- Participate in the quarterly Scholarship training calls.
- Attend a minimum of two board meetings (if not more)
- Attend the yearly Strategic Planning Meeting at Milliken.
- I will also continue with the development of the DesignLINQ website for NEWH.

It is a passion of mine to give back to the community that has given me so much opportunity in the industry, not to mention the thousands of students that NEWH has financially supported through the years. It is an honor to be part of the NEWH community and I hope that I have the opportunity to continue on the Executive Committee as the Scholarship VP.

Thank you for your consideration.

Natalie Sheedy

**Vice President/Education**

**Christine Wasmer**

My past service in this position has brought about new initiatives and changes that will hopefully benefit NEWH positively for many years. Continuing in the position of VP Education I will oversee all actions of the stated NEWH, Inc. mission of Education as well as research and identify continuing education opportunities that are relevant to our membership and NEWH mission.



**Programs to include:**

**EDonline:** Working with the Director of Continuing Education and EDonline Chair, I will continue to direct and guide the implementation of this valuable online resource.

**Green Voice:** Together with Director of Education and Green Voice Chair establish a strong committee to assist in identifying and presenting compelling presentations to benefit industry sustainable, health and wellness education. Align the best GV educational pieces with the EDonline mission.

**Continuing Education:** Work with Director of Continuing Education to develop best practices and standards for Chapter CEU programming. Align the best educational CEU pieces with the EDonline mission.

**Mentoring:** Assist Director of Education and Chair/Mentoring in providing solid programming for Chapter use. Align the best Mentoring practices and learning pieces with the EDonline mission/professional development/student professional development.

**Goals:** As VP Education I will be tasked with assisting in formulating goals and direction for chairs/committees under each Director.

**Core Values:** Increasing educational outreach to chapters and regional groups is a core value in all educational programs.

**Personal vision:**

The Education team and all disciplines under the Education banner will work toward establishing a symbiotic relationship (EDonline-Green Voice-Continuing Education-Mentoring) to provide education, professional development, and mentorship to NEWH members, Hospitality, and Education communities.

Respectfully submitted,  
Christine Wasmer

**Vice President/Development**

**Brittany Johnson**

I am passionate of NEWH, developing new relationships, strengthening current relationships, consistency in our image and message to the community and most of all the continued growth and success of our Leadership Conferences. I hope to continue to uphold the level of professionalism of this position while bringing my unique design background to it as well.

Please consider me for this position for the 2020/21 term.

Sincerely

Brittney H. Johnson  
Senior Associate  
Cunningham Group

**Vice President/Development**

**Monica Meade**

I would be honored to serve on the NEWH, Inc. Board in the position of VP/Development. My experience in the planning of the 2019 Leadership Conference held in Miami brought me so much joy as we brought together over 600 industry professionals for a phenomenal platform. I enjoyed collaborating with NEWH, Inc. and the IBoD EC and Leadership Conference Committee to bring a variety of panel discussions and keynote speakers, which inspired and brought to light innovative trends in hospitality. My goal in this position is to expand on the Leadership Conference from 2019 and develop the next one in Seattle in 2021.

I have experience in conference and event planning, which over the years I have brought to elevate our programs in the DC metro area. I have also worked on panels for BDny and HD – along with internally working on the committee which plans the Marriott Owners Conference. One of the largest events the DC Chapter hosts is our annual golf tournament – our main fundraiser. This fundraiser is a HUGE event which now runs almost seamlessly and with minimal effort. People ask – how do you guys do it? We created a template for all the forms, invitations, time-lines, etc. This template allows each incoming Director/Fundraising a foundation every year where all that is required is minimal tweaking. I look forward to bringing my experience in creating this template to the EC, in order to assist in the creation of a similar form to be used for our Leadership Conference.

I have tapped into my vast network among industry professionals, to bring Brand professionals from all aspects of hospitality – Operators, Brand, Development and Owners – in order to provide a broader spectrum of people to our events. We have worked to expand our membership and involvement with other major Brands in the DC market – Hilton and Choice. One of my goals would be to reach out to Hyatt, IHG, and other Brands and major ownership groups to strengthen their participation and partnerships with NEWH.

In this role, my goal is to collaborate with NEWH, Inc. Executive Committee, Director/NEWH Conferences and the Leadership



Conference committee to continue to bring new, innovative subjects to our members. I think it is important to tap into our Owners/Developers along with other design professionals to bring out of the box ideas. I think it would be good to tap into some of the groups who develop Brands, chefs, IT, etc. The hospitality industry is constantly growing and changing as our guests change. To expand our education by learning about these other sectors infuses our creativity and innovation – what are the new drivers in hospitality?

I look forward to bringing my energy, and passion for NEWH to the IBoD and continue to serve as a leader to help drive us to the next level.

Respectfully submitted

Monica Meade  
Senior Manager/Interior Design  
Marriott International