



GOVERNING BOARD PACKET

05 NOV 2020

Meeting Room
Whichever Room You Choose

Your House

Your Address
Your City

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

5 November 2020

Your Comfy Spot

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

Board of Directors Meeting

Monday, 05 November 2020

7:30am – 10:30am Pacific Standard Time, 10:30am – 1:30pm Eastern Standard Time, 3:30pm – 6:30pm GMT, 4:30pm – 7:30pm Central European Time

Executive Committee	Christine Tucker Fernando Diaz	Sandy Banks Jennifer Wellman	Christine Wasmer Monica Meade Tara Witt	Jonathan Young Cynthia Guthrie Trisha Poole	EC Guests Gwendoline Theodet Enrico Cleva	Strategic Advisors Trudy Craven Andrea Thomas Julia Marks
Board of Directors	Brittany Spinner Dallas Bentley Mary Ann Thornam Vanessa Vaughan	Kelly Gaddes Alex Jones Debbie McKelvey Helen Reed	CP Ambassadors Matt DeShantz Gretchen Gilbertson Jordan McInturf	Media Ambassadors Michelle Finn Stacy Rauhen	BrandED Ambassadors Barry Sullivan Tara Chung	Chairs Stacey Olson Leslie Anderson Stephanie Deshaies Penny Shelton Natalie Sheedy Shannon Vance Tara Witt Jonathan Young
House of Delegates	Libby Bull Laura Carter Valentina Castellon Sarah Churchill Anastasia Davis Jenelle Francois	Alison Gasser Natasha Gomez Kelli Groh Tara Hebert Anne Hiter Korrin Howard	Rittner Hufford Melissa Knock Kristin Kubala Dawn Garner Chelsea Lawrence Johanna Malen	Roger Mathis Shana Downing Demi Melissinou Elissa Murry Timi Mustapha Leena Nacy	Karen Rains Gabe Rodriguez Chris Shafer Penny Shelton Sean Tanner Amanda Tomlinson	Christine Tucker Fernando Diaz Christine Tucker Sandy Banks Trisha Poole Christine Tucker Caroline Cundall Gwendoline Theodet Enrico Cleva Rachel Williams
_:30 am	Call to Order					Christine Tucker
_:32 am	Establishment of Quorum (Roll call introduction)					Fernando Diaz
-:35 am	- Presentation of Minutes and Motion to Accept					
-:35 am	President's Welcome					Christine Tucker
_:40 am	Financial Report					Sandy Banks
_:43 am	BrandED & Brand Ambassadors					Trisha Poole
_:48 am	International Report (Paris & Milan)					
	- Canada					Christine Tucker
	- United Kingdom					Caroline Cundall
	- Paris					Gwendoline Theodet
	- Milano					Enrico Cleva
_:10 am	Equity/Inclusion/Diversity					Rachel Williams
_:25 am	BREAKOUT					
	- Finance/Fundraising					Sandy Banks/Kelly Gaddes
	- Education, Continuing Education, Green Voice Education, EOnline, Mentoring					Christine Wasmer/Dallas Bentley
	- Scholarship					Jennifer Wellman/Brittany Spinner
	- Development, Leadership Conference, Chapter Membership, Social Media					Monica Meade/Alex Jones/Helen Reed/Vanessa Vaughan
	- Equity/Inclusion/Diversity					Rachel Williams/Lanee Burns/Michelle Purcell
_:15 am	Report on Breakout Session					
	- Equity/Inclusion/Diversity					
	- FINANCE/Fundraising					
	- EDUCATION, Continuing Education, Mentorship, Green Voice Education					
	- SCHOLARSHIP					
	- DEVELOPMENT/NEWH Conferences, Membership, Social Media					
_:40 am	Open Discussion - Q&A					Christine Tucker
_:00 am	Old Business / New Business					Christine Tucker
	- Presentation of Motion to Appoint Board Members					Cynthia Guthrie
	- Board Training Changes					Jena Seibel
_:30 pm	Motion to Adjourn					

NEWH, INC. GOVERNING BOARD MEETING MINUTES

4 May 2020

Virtual Board of Directors Meeting – you were in your Comfy Spot

Executive Committee	Christine Tucker Monica Meade Shelia Lohmiller	Fernando Diaz Tara Witt	Sandy Banks Jonathan Young	Jennifer Wellman Cynthia Guthrie	Christine Wasmer Trisha Poole
Board of Directors	Brittany Spinner Kelly Gaddes	Dallas Bentley Alexandra Jones	Mary Ann Thornam Helen Reed	Vanessa Vaughan	Debbie McKelvey
Chairs	Penny Shelton	Leslie Anderson	Stephanie DeShaies	Michelle Purcell	
House of Delegates	Laura Carter Anne Hiter Roger Mathis Leena Nancy	Valentina Castellon Melissa Knock Shana McCullough- Downing	Jenelle Francois Kristin Kubala Demi Melissinou Karen Rains	Natasha Gomez Dawn Larsen-Garner Elissa Murry Chris Schafer	Kelli Groh Johanna Malen Timi Mustapha Shannon Vance
CP Ambassadors	Matt DeShantz	Jordan McInturf			
Media Ambassadors	Michelle Finn				
Strategic Advisors	Trudy Craven				
NEWH Inc. staff	Jena Seibel	Brenda Brown	Susan Huntington		
Chapter Presidents & Steering Committee	James Adamson Edgar Gutierrez	Carolina Coelho Kelly Irvolino	Courtney Crosby Tory Knoph	Caroline Cundall Kary Maybury	Courtney DiBlasi Elfand Bimal Patel
Chairs	Janine Peluffo	Teri Schell	Benjamin Wells		
Guests	Kim Faith Rebekah Ellis Jennifer Delmas Annette Lucille Ron Smith	Julie Kaufmann Sara Churchill William Loloey Gary Cordono	Erica Puccio Levar Jackson Brooke Pearsall Enrico Cleva	Morgan Brodey Jeanne Starling Sheri Black-Flynn Silvia Criscione	Demi Fitzgerald Josh Kennett Anna Paola Tassi Sergio Grazioli
Not in attendance	Libby Bull Tara Hebert Stacy Shoemaker Rauen Amanda Tomlinson Jennifer Farris Jessica Wasmer Northover	Sarah Churchill Korrin Howard Gabe Rodriguez Teri Urovsky Taylor Hoesley Julie Zanella	Anastasia Davis Rittner Hufford Barry Sullivan Nicole Brindle Manuela Kennedy	Alison Gasser Chelsea Lawrence Sean Tanner Kathryn Clark Heather Scott	Gretchen Gilbertson Stacey Olson Andrea Thomas Melissa Davis Jessica Vos

The meeting was called to order by President, Christine Tucker at 10:38 am EST. Fernando Diaz, took roll and a quorum was established.

PRESIDENT – CHRISTINE TUCKER

Discussion-Christine Tucker:

- Welcome guests
- NEWH continues to focus on our mission; very proud of how we have been developing strategies; how do we all stay connected?
- Beyond COVID19 – new addition to website; each week we refresh and try to get 2 designers and 2 vendors and one purchaser for input; how you’re operating, what you’re doing; try to keep it positive; every Tuesday refreshed; if you have information to submit, please send to Shelia
- Thank you to NEWH, Inc. staff who have been very busy
- Postings on Career Network are free with trying times currently happening in our industry.
- CEUs are online; there is a blog to enter comments; also working on chapter templates asking how they are doing events via Zoom; best practices
- NEWH Now – new initiative we hope to continue; features: staying connected (call on Fridays every 3 weeks) w/ chapters; chapter president and chapter executive; will provide a link; calls are meant to be positive and share information; not mandatory; Chapter Chats every Wednesday; select 2-3 chapters each week to give climate in each area; started with NY and Milano to discuss hot spots; Q&A; Manufacturers Mondays; feature our CPs; first one is May 11

Discussion-Trisha Poole:

- Beyond Magazine – people are interested in designers perspective in what will things look like after COVID19; engage TOP ID firms (current member); went back to 2013 and invited them all to submit their designs that they feel will respond to what hospitality will look like in the future; special edition magazine; limited edition, standalone, full of designs; looking to get 8 judges that will judge entries and pick top 20 to publish; cover illustration; can enter multiple categories; 50 page magazine; we have received positive feedback; will be published in July; will be mailed out no charge to US, Canada, UK, Paris and Italy databases
- NEWH purchased ZOOM; Susan from NEWH, Inc. is contact
- Welcome Hillary Eggebrecht from NEWH, Inc. new scholarship contact
- What should chapters be doing? Respect local guidelines; no large groups over 50; majority of networking will be online; fundraising will be a bit relaxed this year; mandate to raise 40% funding is not huge priority; if you have events with large contracts, contact Inc. for questions on how to reschedule

Discussion-Jena Seibel:

- Regional tradeshow status – concern is legality of being able to host shows; decision has been made to look at upcoming shows and reschedule to 2021; Dallas, Bethesda; willing to work with you about 60-90 days prior w/ no cancellation charges; conclusion we will be having

a lot of shows next year starting in April and likely each month; please hold information as we will be emailing all participants vendors when we have rescheduled dates secured; exploring option of virtual tradeshow

- Relook at scholarship fund you budgeted; never give more than 50% of funds; may want to revote how much to give out

Discussion-Christine Tucker:

- LC scheduled for Feb 2021; had meeting with Westin Seattle; rescheduled to Feb 17-19, 2022; this will bump LC to even years moving forward; questions can be directed to Jena and/or Monica;
- ICON of Industry – in an effort to celebrate as we should be, we are postponing until 2021; nominate on NEWH website; think about vendors that are icons

The minutes were presented and a motion was made to approve the January 24, 2020 minutes as presented and was accepted.

MOTION TO APPROVE MINUTES

Date: May 4, 2020

Motion Number: 1

I, Fernando Diaz, move to approve the January 24, 2020 minutes as presented.

Motion seconded by: Monica Meade

VOTE COUNT:

STATUS OF MOTION:

YEA: 42 NAY: 0 ABSTENTION: 0 Carried: Defeated:

VP/FINANCE – SANDY BANKS

Discussion-Sandy Banks:

- Financial policy – do not spend money; we are quite healthy at this point in time but due to cancellations and reschedules, most of our money making events will not be happening
- All of us will be monitoring our budget to ensure we stay healthy
- Travel will be brought to complete stop
- Stay vigilant when putting together chapter programs and zoom activities try to reach as many people as possible to retain membership
- Not a normal way of conducting business, please reach out if you have concerns

Discussion-Shelia Lohmiller:

- Those that paid for booth or LC sponsorships, we will give them options; keeping the \$ for rescheduled show is best for us, will try to make it most desirable
- We are not invoicing CPs at this time
- Key is not to drain accounts for chapters; goal is minimal expense
- We do have ability to charge for events on zoom, Julie Hartman is contact
- If chapters want to give scholarship, consider giving no more than 25%
- Founders Circle May 14th will be done virtually; very good response by CPs

Discussion-Jena Seibel:

- Can add verbiage to contracts; have to show audience cannot attend; reduction in F&B minimum if attendance is reduced due to pandemic; contact Jena with any questions regarding clauses you may wish to add to contract
- Culinary event will be moved

INTERNATIONAL REPORT – CHRISTINE TUCKER

Paris – Christine Tucker:

- 14 members
- Excellent event in January
- Growing chapter in midst of COVID
- Went from 3-14 members
- Doing very well

Milan – Enrico Cleva:

- Founding meeting was January 31st so chapter is still a digital chapter and board due to COVID
- At about 20 members, growing each week
- Just organized an event digital online zoom event on April 9, over 70 attendees
- Challenging time to ask for membership fees
- Another event on May 13 in partnership with real estate association, presentation on book on hospitality
- Working on program to gain memberships
- Want to be the base for US members who are attending events in Italy
- First day of opening after almost 2 months of lockdown; Milano was hit very hard with COVID; we are seeing the end

UK – Caroline Cundall:

- Started year incredibly well, hotel tour sold out in a few days
- 2nd event TOP ID incredibly well received
- Have been looking at a few events coming up
- Virtual Yoga event, have sponsor to cover cost of instruction
- Educational walk-through of supplier once a month will be discussed at board meeting

- Idea of doing socials with members

Canada – Tara Witt:

- Everything is great in Canada
- Vancouver chapter has done great job of virtual networking
- Toronto is looking to do similar thing
- We are looking to put together national event where east coast and west coast will come together.

STRATEGIC ISSUES – TRUDY CRAVEN

Discussion-Trudy Craven:

- Understanding where are you, where are you going, how are you going to get there
- With life being so disrupted, we did a good job of knowing where we are and what we need to do
- Completely transforming the way we interact for events

BREAK OUT: Group Discussions Overview/Reports

Break-Out Session Overview:

Reports:

Finance/Fundraising-Sandy Banks:

- Discussed culinary event; Kelly had great idea – get call organized for event to see how we are going to move forward; since this was something to support culinary and restaurants have been hit so hard, to support restaurants in this event; pair up with charity and be paid a fee (40%); date is under discussion; May 22 call celebrity chef call planned
- Discussed setting up one master list for all events; all of our events are on master list under NEWH.org
- Anyone from anywhere can join virtual event
- Discussed charging for some of events; getlively.org has service fee; Venmo was suggested so need to investigate how to charge – Susan will investigate
- Put out to suppliers to get involved by supporting designers/NEWH

Education-Chris Wasmer:

- Reviewed programs under Education
- ED Online-Dallas Bentley; what it's about, how it's becoming something incredibly useful, where we were in the process, reaching out to obtain content (CEUs, COVID-19, white papers); ED Online page on NEWH.org; online submission form; Michelle Purcell wants to get her chapter involved; next step creating proof of content site; demonstrate to stakeholders what value is; targeting specific individuals, narrowing list then moving on to larger group of people, manufacturers is greatest audience, top id, purchasing companies, educators, CPs first right of refusal; glossary page for those that are new to industry
- Rocky Mountain CEUs 3 have been completed, doing weekly
- Mentoring – huge interest on chapter level; basic templates that can be shared; review board resources for chapter to use; virtual portfolio review; other culinary online events
- Green Voice design competition, taking older competition that was easily understood, hoping to be ready by end of May

Scholarship-Jennifer Wellman:

- Touched on updates on changes due to COVID; 25% of scholarship funds instead of 50%
- P/Kaufmann and Fabric Innovations are still providing scholarships
- Financial need should be #1 reason you are awarding scholarships
- How to promote and award scholarships this year
- Promoting awards – profiling of student recipients, student of the week, featuring on social media and pages
- Chapters are still moving forward
- Zoom announcements with professors
- Having past students mentor new students
- Clever fundraising ideas instead of big events
- Phoenix gold event in fall; mail in raffle, online auction, internship paired up with TOP ID, best practices – Brittany to reach out to all chapters and get 3-5 ideas on how to promote scholarship and get award out and how they award recipients, will give deadline and compile info and put on board resources, add to it on annual basis.

Development-Morgan Brody:

- Membership and marketing materials, revamping tri-fold NEWH information; if anyone has suggestions please forward to Vanessa hello@vanessa-vaughan.com
- Also revamping welcome packet for new members
- Social media – Helen Reed is trying to get information; quote, chapter, why membership is important and valuable to you, video is preferred, will go on social media to promote membership - Helenreeddesign@gmail.com
- Encourage auto-renewal of membership
- Concentrating on maintaining members due to COVID
- linked in <https://www.linkedin.com/groups/893047/>;
- DC does a great job with social media, check out what they are doing
- BDNY is still on, NYU conference is moved to right after BDNY
- Our message is not to cancel everything, just be healthy and be smart with what you do
- Look at redoing attendance and F&B contract minimums when rescheduling

MOTION TO APPOINT BOARD MEMBERS

Date: May 4, 2020

Motion Number: 2

I, Cindy Guthrie, move to appoint Brittany Spinner to position of director of scholarship on NEWH, Inc.

Motion seconded by: Trisha Poole

VOTE COUNT: STATUS OF MOTION:
 YEA: 42 NAY: 0 ABSTENTION: 0 Carried: X Defeated:

OPEN DISCUSSION/FINAL RECAP | CHRISTINE TUCKER

- Stephanie Deshaies has joined as chair for BrandED, working with Leslie and Debbie; welcome Stephanie
- PIYO invite through NEWH for members only
- NEWH office transition, reviewing corporate, effective January 1, 2021: CEO will be Shelia, COO will be Jena (management and organization, tradeshow, CPs, LC, scholarship); CFO will be Susan (financial health policies and admin, not for profit and all licensing, financial and legal, budgeting, chapter finances); some internal duties will shift; C-suite team
- Current membership over 6500
- NEWH is strong, we are moving forward beyond COVID

MOTION TO ADJOURN

Date: May 4, 2020

Motion Number: 3

I, Christine Tucker, move to adjourn the NEWH, Inc. Board of Directors Meeting at 1:31pm EST.

Motion seconded by: Fernando Diaz

VOTE COUNT: STATUS OF MOTION:
 YEA: 42 NAY: 0 ABSTENTION: 0 Carried: X Defeated:

PRESIDENT

CHRISTINE TUCKER

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.

JANUARY 2020:

GOAL 1 STATEMENT:

Work closely in a leadership role with the International Board of Directors as well as the NEWH Inc., office to ensure NEWH remains focused and true to the Mission Statement.

Our Mission statement is; NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities. Encourage input and teamwork from all of our membership welcoming new ideas and initiatives for growth. Remain focused on what is best for NEWH to ensure our continued success in our ongoing initiatives.

GOAL 1 MEASURE

The state of health is an ongoing constant review of our efforts with the Executive Committee. We have two EC Conference Calls each month to report on activities and functions and review any current issues at hand. Quarterly goal updates offer a more formal review as well of NEWH health and status reports from each of our Executive to ensure we are aware of the ongoing business of NEWH.

GOAL 1 TIMING

The start for my role as President is January 1, 2020, with a constant check on health status. There is no end date to this review as this is a function shared with all on the Executive Committee to ensure NEWH is the best in how we operate and function on an ongoing basis of our Team efforts.

GOAL 1 MAJOR MILESTONES

The truest review of our ongoing efforts is reviewed and summarized at the Executive Committee Strategic Planning Event hosted by Milliken with the expertise of Trudy Craven as our facilitator who guides and challenges the EC to ensure we are meeting our goals and developing new ones to continue our growth curve.

GOAL 2 STATEMENT

Work closely with our newest members in Paris and Milan to grow both of these Chapters in membership and successful events.

GOAL 2 MEASURE

The measure of success will be reflected in growth in membership and leadership roles in each geographic region. Successful events hosted in these areas with financial stability will be the key to continued success in these Regions.

GOAL 2 TIMING

The newest International Expansion in Europe started in Oct 2017, with NEWH participating at the HOST Milano Trade Show in Italy. The continued relationship with HOST in 2019 has allowed NEWH to meet key individuals and also become recognized as the premier networking resource. There is no end date as we will continue to support and grow these Chapters and look to expand further, once we feel these Chapters are strong and can maintain their membership and programming operations independently.

GOAL 2 MAJOR MILESTONES

The first milestone for Paris Chapter is happening in at Hotel Scribe in Paris on January 16, 2020. There will be a Tour of recently renovated rooms and Luncheon at the hotel. This event has European sponsorship and key Hospitality guest attending.

The first milestone for Italy chapter is happening at the Salone del Mobile show in April, 2020 with a new event to be hosted during the show in Milan. This will be sponsored by an Italian vendor, with key hospitality guests invited to introduce newh to these industry leaders.

COMMENTS

I am honored to hold the position of president of NEWH, Inc. I look forward working with all of the membership and engage you to reach out to myself for any input or initiatives you feel would benefit newh as a whole. It is my intention to encourage each of you to a higher level to ensure we as a team build and develop the ongoing business of NEWH, Inc. All of what newh is about our members and thanks to each of you for making a difference and

building on our success story.

NEWH is strong and a positive force to be reckoned with and i am proud to be a part of it.

MAY 2020:

GOAL STATUS

The goals established early this year continue to remain focused on the NEWH mission statement. Certainly, COVID-19 has changed the way the world operates and the landscape for NEWH. We continue to provided leadership in the hospitality Industry when it is needed more than ever. The NEWH Inc office and Executive Committee have been very focused on keeping our membership CONNECTED with key content on our BEYOND COVID-19 web page sharing information input from our members updated weekly.

Expansion in Paris and Milano has been spectacular as both Chapters continue to amaze us with their engagement of NEWH during this world pandemic. We are very proud to have excellent leadership in both Chapters working closely with NEWH Inc., to expand with membership growing in both Chapters during COVID-19. Paris hosted a luncheon in January which had sold out attendance and sponsorship. Milano did their first event in April via Zoom with over 80 in attendance with a few from North America participating as well. Both Chapters have hosted events with support of the local hospitality industry and being able to focus on NEWH Connecting them to the hospitality world beyond their borders. Several NEWH events planned for April in Italy have been postponed but the outlook remains positive for building strong NEWH Chapters in both Regions.

GOAL OBSTACLE

The obstacle of COVID has challenged the world to adapt to new ways of interacting with each other. The technical learning curve for all to learn how to function in the virtual world has been a group training effort. NEWH has engaged Zoom technology for our office and our Chapters to continue to Network. With this new way of delivering Chapter events we have expanded our events to an International platform being able to have unlimited participation from our membership around the world.

We look forward to connecting via Zoom for our May 4, IBOD. Our NEWH Inc., office team is working at 120% capacity remotely as they communicate and support our membership, Corporate Partners as well as Brand Partners. The NEWH Executive Team and office are being proactive in planning for event changes to scheduling and working with Chapters to react and do our best to deliver on what our members are telling us they need to stay connected. On the Chapter Zoom calls many are sharing great ideas and concepts for programming events. We will format a template on some of the structures we are receiving on how to execute virtual Hotel Tours, TopID, Panel discussions or Scholarship events and share for best practices for Chapters to review.

NEWEST OFFERINGS

- NEWH NOW – Interviews with 3 different Chapters and key industry professionals each week on Wednesdays.
- NEWH Special Edition BEYOND Magazine contest open to our TopID winners since 2012, to feature top 20 Designs of the future.
- NEWH Manufacturers Monday call interview with our Corporate Partners hosted by Shelia
- NEWH Stay Connected with Chapters every 3 weeks – President to extend to their Chapter Board to participate

GENERAL COMMENTS

NEWH remains positive and continues to work to support all of our members and partners in the Hospitality Industry during this challenging time more than ever. Together we are strong and a truly positive force to be reckoned with! Look out COVID we are moving forward together for NEWH BEYOND COVID 19, see you there!

NOVEMBER 2020:

GOAL STATUS

The goals established remain constant to ensure NEWH remains focused and true to our Mission Statement. We are communicating in the Zoom world and are in continued contact with our members of all Chapters around the world. Our membership and Corporate Partners have remained strong and engaged. With Zoom all of our Chapters have had to adapt and change the format and content of events and meetings. We are proud of what the Chapters have been able to maintain and offer continued membership value with social interaction and educational offerings engaging our membership. One of the most powerful benefits of using the Zoom platform has allowed our membership to participate in Chapter events from our 28 Chapters and Regional Groups around the world offering insight and varied approaches to how their regions are affected with the same challenges of COVID. The NEWH Inc weekly Zoom offerings continue to morph with member input and interaction on what is current and applicable as the environment changes around the world.

GOAL OBSTACLE

The world is facing the biggest obstacle together at the same time. Remaining positive and adjusting to the new normal is a challenge but as we move forward we are all finding ways to cope and build our new normal way of life as we adapt our expectations. The lack of typical schedules can also be noted as an obstacle.

BREAKOUT FORMAT

The breakout sessions at our IBOD allow each voice to be heard and become a much more personal interaction. The smaller groups allow for more engaged participation and they also focus on specific topics. The feedback and dialogue from the breakouts share great thoughts and ideas for us to review how to move forward and ensure we are

listening to what our Delegates are bringing from our membership to our Board Meetings.

BREAKOUT ACTIONS

The input from our breakouts offer us directives and new ideas on what is best for NEWH. The group comments and brainstorming on these topics helps direct our future initiatives and ensure we move in the direction our membership feels is needed.

GENERAL COMMENTS

This has been a crazy year and NEWH has remained one of the most constant parts of my world. Being surrounded by such positive forward thinking individuals within NEWH that care is extremely powerful and uplifting. If you have not been engaged I highly recommend you carve out some time to participate some of NEWH calls offered. The calls and timing and registration can be found on the NEWH website on Events page as well as all Chapter events. There are weekly calls offering a varied range of content from Corporate Partners engaging TopID Beyond Design Firm winners on what is happening in our Industry, Chapter Presidents and Regional Chairs share a bit about themselves and their Chapters activities, Virtual Brand Ed open to all to attend with NEWH Brand Ambassadors sharing insight on hotel directives, industry changes in USA / Europe / UK / Canada, We will Survive with job ideas, interview concepts and mentorship, How is your Resume from key recruiters, Town Hall for update on NEWH as well as our NEWH Diversity Initiatives.

Our newh industry leaders are donating time and effort to offer positive mentorship, coaching and industry news and tips. The biggest take away is we are in this together and remain united thanks to NEWH.

SECRETARY

FERNANDO DIAZ

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

JANUARY 2020:

GOAL 1 STATEMENT

Continue to improve the nomination process for the College of Fellows and its guidelines

GOAL 1 MEASURE

GOAL 1 TIMING

GOAL 1 MAJOR MILESTONES

GOAL 2 STATEMENT

Offer support to the South Carolina Regional Group with their Culinary Event

GOAL 2 MEASURE

Participate on all their planning calls

GOAL 2 TIMING

Already started and ends in October 2020 when the event takes place

GOAL 2 MAJOR MILESTONES

COMMENTS

All Chapters are required to take and maintain minutes of all chapter board meetings; your minutes are a legal document. All motions should be attached to the minutes. A copy of your minutes must be sent to kathy.coughlin@newh.org.

You are also required to do, and file with the office, a Business Plan. A simple template can be found at the end of the Board Report packet.

Nicole Crawford handles compliance in the NEWH, Inc. Office. Please contact her regarding silent auctions, raffles or other fundraising activities. Some states

prohibit these things and others require special permits.

MAY 2020:

UPDATE NOT SUBMITTED

NOVEMBER 2020:

GOAL STATUS:

We are on hold

GOAL OBSTACLE:

COVID-19

BREAKOUT FORMAT:

Yes, I get to meet new people and find out how and what other chapters are doing

BREAKOUT ACTIONS:

It helps bring new ideas to the table and help move things along

GENERAL COMMENTS:

It's been a very difficult time for all of us. I want to say that NEWH has done a terrific of keeping the membership connected and informed KUDOS, KUDOS, KUDOS

RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN – 2020

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	No Mtg.	Yes					Yes	Yes
Atlanta	Yes	Yes	Yes	Yes		No Mtg.	No Mtg.						Yes	
Chicago	Yes						Yes	Yes						
Dallas	No Mtg.	Yes					Yes							
Houston	No Mtg.	Yes					Yes							
Las Vegas	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes				Yes	
Los Angeles													Yes	
Milano	Yes	No Mtg.	Yes	No Mtg.	No Mtg.	No Mtg.	Yes							
New York	Yes					Yes	Yes							
North Central	Yes	Yes	Yes	Yes	Yes	Yes							Yes	
Northwest	Yes	No Mtg.					Yes							
Paris	No Mtg.	Yes	Yes	No Mtg.	Yes									
Rocky Mountain	No Mtg.	Yes	Yes				Yes							
San Francisco Bay	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes					Yes	
South Florida	Yes		Yes											
Sunshine	Yes	Yes	Yes	Yes										
Toronto	Yes	Yes	Yes	Yes			Yes		Yes					
UK	Yes						Yes	Yes						
Washington, DC			Yes	Yes	Yes	Yes	No Mtg.						Yes	
Regional Groups (Minutes once a quarter)														
AC/Philadelphia	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	Yes					
Cincinnati	Yes	Yes												
Mid-South	No Mtg.	Yes												
New England	Yes	No Mtg.	Yes	Yes	No Mtg.	Yes								
North Carolina														
Orange County	Yes	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes	Yes						
Pittsburgh	Yes		Yes											
South Carolina	No Mtg.	Yes	No Mtg.	Yes (2)	Yes	Yes								
Vancouver	Yes	Yes			Yes	Yes								

NEWH Chapter Board Training Schedule

	2019	2020	2021	2022
ARIZONA	BD TRAIN 12/14/2018	ST PLAN- 7/10/2020 (virtual)	WEBINAR	OPEN
ATLANTA	ST PLAN 11/2/2019	WEBINAR	OPEN	BD TRAIN
ATLANTIC CITY	WEBINAR 9/17/2019	BD TRAIN/ST PLAN 2/20/20	OPEN	BD TRAIN
CHICAGO	BD TRAIN 12/8/2018	ST PLAN	WEBINAR	OPEN
CINCINNATI	OPEN	BD TRAIN	ST PLAN	WEBINAR
DALLAS	BD TRAIN 2/22/2019	ST PLAN- 11/23/2019	WEBINAR	OPEN
HOUSTON	ST PLAN 9/21/2019	OPEN	BD TRAIN	ST PLAN
LAS VEGAS	WEBINAR	OPEN	BD TRAIN	ST PLAN
LOS ANGELES	OPEN	BD TRAIN 3/7/2020	ST PLAN	WEBINAR
MID-SOUTH	BD TRAIN	BD TRAIN/ST PLAN 1/11/20	WEBINAR	OPEN
NEW YORK	OPEN	ST PLAN	OPEN	BD TRAIN
NEW ENGLAND	WEBINAR	BD TRAIN/ ST PLAN	ST PLAN	WEBINAR
NORTH/SOUTH CAROLINA	ST PLAN 3/20/2019	BD TRAIN (SC) 2/1/2020	WEBINAR	OPEN
NORTH CENTRAL	BD TRAIN 10/19/2018	ST PLAN 1/18/2020	WEBINAR	OPEN
NORTHWEST	OPEN	WEBINAR	ST PLAN	BD TRAIN
ORANGE COUNTY	WEBINAR	BD TRAIN / ST PLAN	ST PLAN	WEBINAR

PITTSBURGH	BD TRAIN	WEBINAR	WEBINAR	OPEN
ROCKY MOUNTAIN	ST PLAN 3/1/2019	BD TRAIN 1/18/2020	WEBINAR	OPEN
SAN FRANCISCO	WEBINAR	OPEN	BD TRAIN	ST PLAN
SOUTH FLORIDA	BD TRAIN/ST PLAN 5/31/19	WEBINAR	OPEN	WEBINAR
SUNSHINE	WEBINAR	OPEN	BD TRAIN	ST PLAN
TORONTO	ST PLAN 9/28/19	WEBINAR	OPEN	BD TRAIN
UNITED KINGDOM	BD TRAIN- 6/13/19	OPEN	BD TRAIN	ST PLAN
VANCOUVER	WEBINAR	OPEN	BD TRAIN	ST PLAN
WASHINGTON DC	ST PLAN 3/16/2019	WEBINAR	OPEN	BD TRAIN

Board Training	Strategic Planning	Webinar	Board Training / Strategic Planning	Open
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On the OPEN years, chapter may book Trudy or Jena/Diane for extra training.

VP/FINANCE

SANDY BANKS

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

JANUARY 2020:

GOAL 1 STATEMENT

Work with NEWH Director of Finance to achieve getting all of the check books back to the NEWH Inc. office.

GOAL 1 MEASURE

The check books will be in the office and complete

GOAL 1 TIMING

Start in January. End March

GOAL 1 MAJOR MILESTONES

GOAL 2 STATEMENT

Balance the budget for the first quarter.

GOAL 2 MEASURE

Budget will be balanced

GOAL 2 TIMING

Start January. End March

GOAL 2 MAJOR MILESTONES

COMMENTS

With the help of NEWH, Inc. and Susan, I will do my best to learn the particulars of this position and be of vital support and help.

MAY 2020:

GOAL 1 STATEMENT

Goal 1 has been achieved and all checkbooks are now in NEWH, Inc. office.

GOAL 2 STATEMENT

Currently NEWH is financially sound

GOAL 2 MEASURE

Monitoring the current conditions ...

GOAL 2 OBSTACLES

COVID-19

NOVEMBER 2020:

GOAL STATUS:

Goals 1 & 2 has been achieved

GOAL OBSTACLE:

Covid has presented obstacles, but NEWH has surmounted most of them or found ways to work around them. We have not contributed to our Reserve Account this year and we are thinking it will be 2022 before we will be able to resume.

GENERAL COMMENTS:

The NEWH team has pulled together during this trying time to support membership and the industry and has done a great job!! We would like to thank our Corporate Partners who have stepped up to support NEWH through these difficult times. We would not have been able to provide membership to those un or under employed without their support. We will continue to help our members as long as we can. Please when you speak with our Partners, Thank them!!!

We have not had to dip into our reserve account to date. We do have concerns about 2021 if things don't start opening up. It seems some design firms are picking up a bit, which is encouraging, cross your fingers.

BANK BALANCES	
account balances as of 3/31/2020	
General	\$ 457,628.73
Scholarship	189,048.43
Cliff Tuttle Scholarship	7,961.48
Money Market (<i>cash reserve fund</i>)	397,098.29
Long Term Reserve Account	393,472.96
Checking Reserve Account	93,534.06
CD	100,000.00
NEWH, Inc. acct in Canada (8/31/17)	CAD 15,841.631
NEWH Canada, Inc.	CAD
NEWH, Inc. acct. in London	GBP 30,908.15

Chapter	Updated Signature Cards 2020	2020 Fundraising Remittance	2020 reconciled Fundraising % Proceeds	Regional Tradeshow Monies transferred to Scholarship Acct in 2020	Fundraising/ Donation Monies transferred to Scholarship Acct in 2020	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund	CD
Arizona	NO				14.12	18,751.30	9/30/20	16,218.08	9/30/20		
Atlanta	NO				76.06	143,532.03	9/30/20	50,126.34	9/30/20		
Chicago	YES				16,051.39	109,926.46	9/30/20	151,137.86	9/30/20		
Dallas	YES				6,727.67	113,509.39	9/30/20	78,069.69	9/30/20		
Houston	YES				32.50	30,464.41	9/30/20	51,051.30	9/30/20		
Las Vegas	YES				84.82	42,850.40	9/30/20	104,789.83	9/30/20		
Los Angeles Founding	NO				3,060.65	61,686.73	9/30/20	71,123.75	9/30/20		
New York	YES				126.54	199,038.83	9/30/20	173,861.80	9/30/20		
North Central	YES		14,883.49	14,968.66	63,802.66	9/30/20	42,479.32	9/30/20			
Northwest	YES			640.36	124,037.62	9/30/20	111,523.35	9/30/20			
Rocky Mountain	NO				52.15	78,480.85	9/30/20	39,562.88	9/30/20		
San Francisco Bay Area	YES				4,804.88	65,398.92	9/30/20	275,239.40	9/30/20		
South Florida	YES				20,195.27	50,072.92	9/30/20	104,968.60	9/30/20		
Sunshine	NO		43,302.31	43,497.45	131,419.37	9/30/20	112,108.33	9/30/20			
Toronto	N/A				28,995.79	5/1/20	20,200.01	5/1/20		34,656.37	5/1/20
United Kingdom	N/A				£10,606.26	10/20/20	£7,578.29	10/20/20			
Washington DC Metro	NO				673.33	190,699.88	9/30/20	95,478.00	9/30/20		
Regional Groups											
Atlantic City						25,363.45	9/30/20	10,157.58	9/30/20		
Cincinnati						26,308.32	9/30/20	7,893.48	9/30/20		
Hawaii						11,925.13	9/30/20	27,260.31	9/30/20		
Mid-South						1,000.00	9/30/20	7,788.89	9/30/20		
New England						7,037.73	9/30/20	8,815.70	9/30/20		
North Carolina						10,411.40	9/30/20	15,238.24	9/30/20		
Orange County						1,230.22	9/30/20	67,297.05	9/30/20		
Pittsburgh						8,471.17	9/30/20	8,259.62	9/30/20		
South Carolina						2,860.83	9/30/20	4,453.31	9/30/20		
San Diego								19,377.16	9/30/20		
Vancouver											
Virginia								12,132.48	9/30/20		

2020 BUDGET

	INCOME	EXPENSE
President	-	1,164.06
President Elect	-	-
Past President	-	1917.19
Founders Circle	-	5,101.69
Executive Adviser	-	7,978.71
Secretary	-	1,065.43
Board Training	-	14,438.13
Vice President Finance	-	-
Fundraising	13,680.89	762.84
Travel / Delegate	-	2,916.28
Vice President/Scholarship	-	2,958.40
Scholarship	2,388.00	7,596.57
BrandED	-	-
Clifford Tuttle Scholarship	6,050.00	5,000.00
Elite Expositions	-	5,000.00
Green Voice Scholarship	-	15,000.00
ICON Scholarship	-	105.00
ISHP Scholarship	-	-
Ken Schindler Memorial	-	-
NEWH Leadership Scholarship	-	-
Vendor Scholarship	15,000.00	15,000.00
Women Leaders in Hospitality Scholarship	-	-
Vice President/Education	-	4,128.78
Continuing Education	-	674.87
BrandED	95,610.00	15,975.06
ED Online	-	330.00

Green Voice Education	27,500.00	-
Women In Business	-	-
VP/Development		654.63
Membership	203,004.52	103,173.48
NEWH Awards	-	11,005.76
NEWH Conferences	16,150.00	904.75
Social Media	-	594.05
Administration	125.41	594,483.00
Corporate Partner Development	434,544.00	7,322.74
Marketing	69,656.64	50,496.95
Tradeshows/USA	-	1,477.66
Tradeshows/Regional	649,429.50	85,656.50
NEWH Governing Board Mtg.	-	4,347.58
Website	5,300.00	94,630.03
Publications	-	3,601.80
Reserve Acct.	-	-
Bank/Credit Card	-	12,646.96
	1,538,438.96	1,078,108.90

2020 CORPORATE PARTNERS	level	partner since
Durkan Hospitality	Benefactor	1995
Fabricut Contract/S. Harris	Benefactor	2004
RH Contract	Benefactor	2012
Signature	Benefactor	2005
ULSTER	Benefactor	2003
Bernhardt Hospitality	Patron	2012
Boutique Design Group	Patron	2012
Brintons	Supporting	2010/2016
Delta Faucet Company	Patron	2014
Hospitality Design Group	Patron	2001
Installation Services Group	Patron	2010
Milliken Floors	Patron	1996
Moen House of Rohl	Patron	2012
P/Kaufmann Contract	Patron	2011
Valley Forge Fabrics	Patron	2019
American Atelier, Inc.	Supporting	2011
Arteriors Contract	Supporting	2013
Artline Group	Supporting	2018
Ashley Lighting, Inc.	Supporting	2012
Atlas Masland Contract	Supporting	2001
Crypton + Nanotex	Supporting	2014
Down Etc.	Supporting	2019
Encore Hospitality Carpet	Supporting	2019
Fabric Innovations	Supporting	2011
Fairmont Designs	Supporting	2020
Kimball Hospitality	Supporting	1994/2016
Lily Jack	Supporting	2011
Mandy Li Collection	Supporting	2011
Porcelanosa USA	Supporting	2017
Richloom Contract	Supporting	2013
Sem Fim	Supporting	2013

Serta Simmons Hospitality	Supporting	2005
Séura Incorporated	Supporting	2012
Shaw Hospitality Group	Supporting	1999/2015
Shelby Williams	Supporting	1994/2011
Summer Classics Contract	Supporting	2011
Tarkett	Supporting	2008
Tropitone Furniture Company	Supporting	2012
Vaughn Benz	Supporting	2011
WALTERS	Supporting	2012

FUNDRAISING

KELLY GADDES/Director

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

JANUARY 2020

GOAL 1 STATEMENT

Successful implementation of the Celebrity Chef event in October 2020.

GOAL 1 MEASURE

The event will be held this October and the goal is to raise 40% above the cost of the event. Right now the budget (cost) is set for \$165,000 for an event of 300 people.

GOAL 1 TIMING

In progress now.

GOAL 1 MAJOR MILESTONES

50% of sponsorships obtained by May of 2020.

GOAL 2 STATEMENT

Creation of a template of the Celebrity Chef event that can be rolled out to other chapters and regional groups. The intent is that this event becomes bi-annual and occurs the years between the Leadership Conference.

GOAL 2 MEASURE

When the template is issued and approved by the board and accessible on the NEWH website.

GOAL 2 TIMING

The template will be started in August once the majority of the planning and preparation has been completed so that we have an accurate assessment of what it took and lessons learned.

GOAL 2 MAJOR MILESTONES

I plan to have a draft for review at the November board meeting.

COMMENTS

The South Carolina Regional group has done an outstanding job volunteering for this initiative and leading the charge. They have been organized and remain enthusiastic about the potential opportunity. The sky's the limit!!

MAY 2020

GOAL 1 STATEMENT

Bring the Celebrity Chef Competition for Charleston back online and set a new date for early 2022..

GOAL 1 MEASURE

We set the date.

GOAL 1 TIMING

When COVID-19 is a mere memory!

GOAL 1 MAJOR MILESTONES

When things appear to be heading in a positive direction we will reinstate our

GOAL 2 STATEMENT

Set a realistic budget for Celebrity Chef.

GOAL 2 MEASURE

When there is a plan in place that outlines specifically where and when the money is coming from.

GOAL 2 TIMING

When COVID-19 is a mere memory we will get started. I'm shooting to have a completed budget by the end of December 2020.

GOAL 2 MAJOR MILESTONES

We need to have commitments from 3-5 major sponsors, so this will be the primary focus.

COMMENTS

The event was scheduled for October of 2020 but due to Coronavirus it has been cancelled. We will now plan for an event in early 2022. A lot has been learned from the work already completed and this will help us make the 2022 event even better!

NOVEMBER 2020

GOAL STATUS:

No we have not been able to move forward with our Celebrity Chef event due to the economic impact of COVID-19. The event is being rescheduled for 2022 and is expected to be smaller than originally planned. An updated budget for this event is a goal for 2021.

GOAL OBSTACLE:

Yes, COVID-19 and the restrictions on social gatherings.

BREAKOUT FORMAT:

Yes, I do. It has been helpful to participate in them and get ideas and hear lessons learned from other chapters. For me it has been a good source of information.

GENERAL COMMENTS:

I'm looking forward to getting back to in-person Board Meetings because meeting together is important to the cohesiveness of our organization. We've all learned a new way to "socially gather", so perhaps we can implement some of the strategies that we are all using now in our day to day work as well as travel lives and make something happen.

VP/SCHOLARSHIP

JENNIFER WELLMAN

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.

JANUARY 2020

GOAL 1 STATEMENT

Review each of the existing NEWH Scholarships and Scholarship schedule prior to the Scholarship Retreat on January 23rd.

GOAL 1 MEASURE

I know that I have achieved the goal when the retreat starts and I have a clear understanding of the existing scholarships and schedule.

GOAL 1 TIMING

Start- now
End- January 23rd

GOAL 1 MAJOR MILESTONES

- 1- Week of get existing scholarship information and schedule from Nicole (January 3 if possible)
- 2- Review information- January 3-January 22
- 3- Scholarship Retreat- January 23

GOAL 2 STATEMENT

Prepare to run the Quarterly Scholarship Sharing Calls

GOAL 2 MEASURE

When the first call on January 8 is run successfully!

GOAL 2 TIMING

Start- today
End- January 8

GOAL 2 MAJOR MILESTONES

COMMENTS

- 1- Further review what the content of the sharing calls entails
- 2- Develop ways to make the calls more interactive
- 3- Run the first call

GOAL STATUS

I have reached out to the chapter level scholarship directors to let them know I am available to help them with scholarship questions. I have also asked for them to track student stories to help with our video at leadership.

Goals will need to be reset since my position has changed to the VP.

MAY 2020

NEW GOALS

- Work with Chris Wasmer in the Green Voice reboot
- Help promote the remaining scholarships that will be available this year
- Continue to promote student videos
- I will also set a time to talk to Hillary about setting a plan for the remainder of the year & how we will restructure for next year

GOAL OBSTACLE

Scholarship positions changed along with Nicole leaving. It took us a moment to get reorganized Scholarships are being limited due to the Coronavirus pandemic.

SCHOLARSHIP

BRITTANY SPINNER/Director

Job Purpose

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

JANUARY 2020

GOAL 1 STATEMENT – JANUARY 2020

Create a best practices reference sheet for all scholarship directors to refer to throughout the year.

GOAL 1 MEASURE

I will know I have achieved the goal when I have gotten the best practices sheet to all scholarship directors.

GOAL 1 TIMING

I would like to start this goal after our first NEWH IBOD meeting. I would like to end this goal by mid-march so they can utilize the information for the majority of the year.

GOAL 1 MILESTONE

- Get a list of directors from Nicole
- Start a dialogue through introduction
- Ask about help and what are the tough topics
- Create best practices based on feedback
- Distribute to scholarship directions
- Follow up with questions or suggestions

ACTION PLAN

Action plans as Director were set to work with chapter Directors on getting info about scholarship recipients. Work on how to elevate the local and international scholarships for more visibility. Work with Chris Wasmer on redeveloping the Green Voice competition and working out how to work with schools to allow students to receive credits for work. Also- work with educators to help us understand what might be more useful in adding to the current school curriculum.

COMMITTEE TASKS

no, and I am not sure if I have their contact info from that meeting.

NOVEMBER 2020

GOAL STATUS:

Scholarship has accomplished most of the goals set forward. We have not closed in on setting protocol tutorials calls for chapter directors on best practices. We have created a new judging score sheet, defined the point system for the judging sheet, and set up a judging system for the INC level scholarships.

GOAL OBSTACLE:

Not to be cliché, but there is an abundance of exhaustion in our industry with 2020 being 2020. the educational component to get directors trained hasn't happened, but I don't think it would be well received right now. I think we shift that goal to a 2021 initiative.

BREAKOUT FORMAT:

Yes, but I would like more info from Chapter Directors on what they would like to discuss. I feel like I was the only one talking at the last breakout. That may be because it was virtual, but I felt like I was just giving updates.

BREAKOUT ACTIONS:

They give us information on what we need to concentrate on or where there is lacking information. It is a good forum for understanding what the current needs are in different chapters.

GENERAL COMMENTS:

Scholarship started out on rocky ground this year, but we have really made some progress in getting things done. Last year as director I wasn't exposed to as much as I would have liked. Brittany did most of the work, and I wasn't kept in the loop all the time. So stepping up to VP after Natalie had to step down and with Nicole leaving we were all scratching our heads, but the scholarship team stepped up to the plate to handle it. I am proud of the work we have done this year on getting things organized and procedures in motion. We have made some big decisions that will help set the pace for the future.

GOAL 2 STATEMENT – JANUARY 2020

Create an open dialogue so scholarship directors can communicate with each other outside of calls for information when needed

GOAL 2 MEASURE

When the scholarship directors can rely on each to share information with each other and use the group email.

GOAL 2 TIMING

I will start the goal immediately after the new year. I will get emails from Nicole and start to build a group email. the goal will end in the fourth quarter with the last group email communication. I want to send a communication each quarter to check in with everyone.

GOAL 2 MILESTONE

Send welcome email, set schedule for quarterly check in.

COMMENTS

If there are other goals that you have in mind, please let me know. I know in the past it has been about streamlining the application process, but I would like to get everyone communicating and involved.

MAY 2020

GOAL STATUS:

GOAL 1: COMPLETE.

We created a best practices guide for the scholarship director positions on a chapter level as well as a scholarship committee guide. The packets are to be used as a helpful guide that will give any new chapter level scholarship director a good start to their position. We received advice based on survey questions from many chapters and compiled the advice into the best practices guide. This guide will be sent out with training sessions for the incoming scholarship directors. We will focus a lot of training in these positions since it is the most important aspect of our organization. We want our scholarship directors to feel equipped and ready. This guide and trainings will help with that.

GOAL 2: COMPLETE.

Through introductions of myself and Hillary, we have received many questions and comments throughout the year. We positioned ourselves as the go-to for asking questions when they need it. We are here for them. The chapter scholarship directors really took that to heart and sent questions when they needed it. When we asked them to complete surveys or assist with reviewing the scholarship

applications many jumped on the opportunity. It was wonderful to feel a sense of connection with all of the chapters in that way.

GOAL OBSTACLE:

With 2020 being the year of COVID, we have had a challenge with finding ways to award scholarships to the winners and have them still feel special. For the Green Voice Competition, we were able to video them and provide their reactions via social media. This helped give them a bit of a boost and recognition in the industry. We are still trying to find ways to give the latest scholarship winners the same amount of treatment.

BREAKOUT FORMAT:

Yes. I feel that they help us connect with the chapters and with others to really hear their feedback and/or struggles. Each state and city are different and what works in one may not work in another. Hearing these stories really help me to get a feel of how I can help them in different ways.

GENERAL COMMENTS:

This year was a challenging year to find a scholarship winner. Everyone was so deserving and were really hit hard financially. We are hoping that the winners we selected have some of the burden eased. We look forward to helping other students next year.

SCHOLARSHIPS AWARDED BY CHAPTER			
Chapter	2020	total # of awards	Total Given
Arizona	-	125	132,300.00
Atlanta	-	171	383,365.00
Atlantic City/Philadelphia	-	14	49,500.00
Chicago	41,000.00	154	491,073.73
Cincinnati Region	-	3	8,000.00
Dallas	29,000.00	200	495,200.00
Hawaii Region	-	4	8,000.00
Houston	12,000.00	143	238,125.00
Las Vegas	40,000.00	184	517,604.92
Los Angeles Founding Chapter	22,500.00	376	921,098.00
Mid-South	2,500.00	3	7,500.00
New England Region	7,500.00	41	61,450.00
New York	-	250	697,000.00
North Carolina Region	-	4	10,000.00
North Central	-	48	82,000.00
Northwest	-	61	207,963.64
Orange County Region (Southern Counties)	-	70	96,950.00
Pittsburgh Region	-	5	15,000.00
Rocky Mountain	15,000.00	58	152,200.00
San Diego Region	-	3	3,000.00
San Francisco Bay Area	-	32	177,500.00
South Carolina	-	1	2,500.00
South Florida	30,000.00	112	211,000.00
Sunshine	25,000.00	93	303,500.00
Toronto	5,000.00	69	CAD 132,513.00
United Kingdom	-	30	GBP 55,036.88
Vancouver	3,000.00	8	CAD 19,500.00
Virginia	-	8	16,500.00
Washington DC Metropolitan	75,000.00	160	668,300.00
Clifford Tuttle Scholarship	5,000.00	7	35,000.00

Elite Expositions/Cruise Ship Interiors	5,000.00	2	10,000.00
Future Hospitality Leaders Scholarship	-	3	15,000.00
Green Voice Design Competition	15,000.00	7	45,000.00
NEWH BrandED/Hilton	-	1	7,500.00
NEWH BrandED/IHG	-	1	7,500.00
NEWH BrandED/Marriott International	-	1	7,500.00
NEWH ICON of Industry	-	25	120,000.00
NEWH Ken Schindler Memorial Scholarship	-	4	20,000.00
NEWH Leadership Scholarship	-	2	15,000.00
NEWH Women Leaders in Hospitality Scholarship Award	5,000.00	11	55,000.00
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	8	80,000.00
NEWH Vendor - Harvey Nudelman Memorial Scholarship	5,000.00	13	51,000.00
NEWH Vendor - P/Kaufmann	10,000.00	3	30,000.00
NEWH Vendor - Séura	-	4	12,000.00
NEWH Vendor - Symmons	-	6	24,000.00
TOTALS	\$ 361,257.00	2555	USD \$ 6,795,652.91

VP/EDUCATION

CHRISTINE WASMER

Job Purpose

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

JANUARY 2020

GOAL 1 STATEMENT – JANUARY 2020

EDONLINE

Continue with 2019 goal regarding creating education resource database library drawing expertise from hospitality community

GOAL 1 MEASURE

Have program ready for implementation by BDNY 2020. (Reference EDonline Chair timeline)

GOAL 1 TIMING

Goal began in January 2019.

- When implemented, supplemental goals will follow such as: establishing implementation goals, creating measurement system to gauge value and areas for improvement.
- Goal will become established program that will require review and maintenance.

GOAL 1 MAJOR MILESTONES

Continuous content collection.

- Build rotating committee of curators as needed. Appropriate curator per each subject matter areas as content is received.
- Expansion of sub-categories as content is received
- Evaluation of submitted data/content by Director Continuing Education or others as appropriate
- Chapters to beta test format.
- Evaluate beta test feedback and implement changes.
- Survey beta testers with final platform before roll out. (Reference EDonline Chair timeline).

GOAL 2 STATEMENT – JANUARY 2020

GREEN VOICE:

Review, strengthen Green voice initiatives, working with Director Education and Green Voice Committee. To include presentations at tradeshow, chapter level educational programming and review/revisit criteria and structure of the Green Voice Design Competition. (Design Competition goal to include working with VP & Director Scholarship).

GOAL 2 MEASURE

Establish comprehensive list of subject matter experts to assist in GV presentations

- Identify NEWH members, i.e., TOP ID that can be valuable contributors to GV and sustainable education in EDonline
- Improve advance scheduling of programs with regard to HD and BDNY presentations
- Identify new technology and trends in sustainable and WELL
- New criteria released for GV Design Competition

GOAL 2 TIMING

January 2020 (ongoing since 2019). Establishment of strong committee and process for identifying new subject matter will signify completion of goal and enter new goal making phase.

GOAL 2 MAJOR MILESTONES

March 2020

- review current SME list and compile review of past GV presentations
- Work with Scholarship VP and Director in review of GV Design Competition criteria and FAQ's

May/June 2020

- working with Director Education establish direction and process to contact individuals/organizations helpful to our goals
- Working with Scholarship VP and Director – establish new criteria for two additional types of GV competitions to be alternated year to year. Ultimate goal would be to have four different criteria to be used alternatively. These should be refreshed every three years.

COMMENTS

The GV Design Competition part of this goal should likely be separated out from the GV committee goals.

- If you have any questions, please contact info@newh.org

MAY 2020

GOAL STATUS

- We have new Director of Education and new Chair for EDonline.
- Education retreat to be held via Zoom to discuss all education initiatives – overview, critique, establish revised goals and direction. To include: EDonline, Continuing Education, Green Voice

GOAL OBSTACLE

- COVID 19 CLOSURES
- Loss of critical staff – NEWH Inc.
- Loss of opportunity to 'market' EDonline to our corp. partners at Founders Circle

ACTION PLAN

- Continuing Education – Mary Ann Thornam
Develop packet for chapters re: planning CEU events. Goals: develop CEU's more quickly; Rocky Mountain CEU test; develop online CEU's
- EDonline – Dallas Bentley
Begin calling for educational content
Corp. Partner eblast
Determine when we will be able to Beta Test site
Suggested that a 'deadline' for submittal be set
- Green Voice – Stacy Olson
Sessions that can be shared to EDonline.
CEU's that can be developed with GV focus
Revamp GV Design Competition for 2020

COMMITTEE TASKS

All at the break out are current committee members Directors or VP's.

NOVEMBER 2020

GOAL STATUS:

GOAL 1:

EDonline timeline – we are still in the phase 2 listed for May- July 2020 (content collection/testing). Great progress was made by the education team in getting the website component working properly.

GOAL 2:

Green Voice – challenged with Covid closures and unable to give in

EDUCATION

DALLAS BENTLEY/Director

Job Purpose

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

JANUARY 2020

GOAL 1 STATEMENT – JANUARY 2020

Enlist the support of a green voice committee to support green voice sessions and greening of chapter meetings.

GOAL 1 MEASURE

Have quarterly meetings with the committee.

GOAL 1 TIMING

The first meeting was held in December 2019. The next meeting is scheduled for January. Meetings will occur throughout the year.

GOAL 1 MAJOR MILESTONES

Establish committee, meet regularly, develop chapter meeting guidelines, review report back from chapter meetings.

GOAL 2 STATEMENT – JANUARY 2020

Elevate green voice session content and NEWH magazine publications regarding green voice content.

GOAL 2 MEASURE

Deliver final speaker lineup to in January. Develop quarterly articles for magazine through support of the committee.

GOAL 2 TIMING

January – HD expo. June – BDNV. Quarterly: magazine publications.

GOAL 2 MAJOR MILESTONES

Establish committee, meet regularly, confirm green voice speaking lineup for HD expo, brainstorm BDNV lineup, outline magazine talking points.

COMMENTS

CONTINUING EDUCATION

MARY ANN THORNAM/Director

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.

JANUARY 2020

GOAL 1 STATEMENT – JANUARY 2020

- Finalize documents/package for NEWH Continuing Education Units
- Design and implement a CEU event at the Chapter level with Rocky Mountain

GOAL 1 MEASURE

- Final packet available for use by Chapters
- Completion of CEU Event for Rocky Mountain Chapter and shared review.

person presentations. Presentation given in May online:

Thursday, May 7th 4pm EDT (3pm CDT) NEWH Green Voice: Technology for Healthy Buildings

Green Voice Design Competition rewrite completed and out to schools. Working on two more versions.

Continuing Education Director position is open and looking for Education professional to fill this position. Once filled, would like to pursue the Education Focus Group with select schools.

GOAL OBSTACLE:

Main obstacle has been the closures due to Covid-19.

BREAKOUT FORMAT:

Breakouts are immensely helpful and meaningful. Provides opportunity to collaborate with other board members and learn from their chapter level experience. Sharing the successes and the challenges.

BREAKOUT ACTIONS:

Breakouts help us to critique the work that has progressed and analyze the path forward. These sessions can alert us to the possibility we may need to alter the direction being pursued.

Green voice committee members welcome!

MAY 2020

UPDATE NOT SUBMITTED

NOVEMBER 2020:

- Held education retreat virtually, but did not have all members.
- Wanted to have EDonline live by now, but we are not ready. Site is in development.

GOAL OBSTACLE:

- COVID-19 has made GreenVoice efforts a little slower due to team member other commitments.
- EDonline is still struggling to acquire content, but is slowly doing so. Response time from web team is slow, at times. Not all the time, just when it's slow, it's really slow.

BREAKOUT FORMAT:

- Yes. They allow us to refocus and gather fresh ideas from new people.
- They are a chance to for initiative leaders to communicate challenges faced.
- They can trigger tangential or "pie-in-the-sky" suggestions that may distract from the focus.

GOAL 1 TIMING

January 2020

GOAL 1 MAJOR MILESTONES

Steps to Achieve Goals

- Final approvals from VP Education on final documentation, including submission, approval, review and evaluation/assessment forms
- Using the documents and overview submitted in Goal 1 to develop the process for Goal 2 which is the CEU event at the chapter level

- Establish a volunteer planning committee to execute the Chapter Continuing Ed event, community outreach
- Certificate of Completion and Accreditation

GOAL 2 STATEMENT – JANUARY 2020

Long Term Goals for This Position

- Develop “CEU How to” package to distribute to chapters with best practices
- Develop Online CEU program and comprehensive directory

GOAL 2 MEASURE

GOAL 2 TIMING

GOAL 2 MAJOR MILESTONES

COMMENTS

Year to Date Review

- Submittals need to be more timely
- Progress made in direction now it is time to do the CEU

Other

- Executive Board approval
- Accrediting – IDCEC and AIA?

MAY 2020

GOAL STATUS

Goal: Design and implement a CEU event at the chapter level. The Rocky Mountain Chapter implemented a series of weekly Virtual CEU's to engage the membership during the Corona Virus. These were met with outstanding

ED ONLINE CHAIR

PENNY SHELTON

Job Purpose

- Develop and implement a program for online learning

JANUARY 2020

GOAL 1 STATEMENT

Create education resource database library drawing expertise from hospitality community

GOAL 1 MEASURE

Have program ready for implementation by BDNV 2020.

GOAL 1 TIMING

Goal was started in 2019. Update:

Chair Dallas Bentley and his committee is formed. They have created preliminary e-blasts to corporate partners to solicit content. This blast has gone out in December 2019 and slated for two additional e-blasts in January 2020. After content from corporate partners arrives, the content submission form may be adjusted to suit needs of content submitters. E-blasts have also been created but not sent to some other populations (designers, vendor members) as we are waiting for Corporate Partners to first respond. Another next step is the first beta test of the actual user webpages once some content has been submitted. Some preliminary content is online and laid out, we can begin beta testing with chapters.

GOAL 1 MAJOR MILESTONES

- September-November 2019: Website development: Online form (submissions),
- December 2019 – February 2020: Marketing: Email piece for collection of content from Corporate Partners
- January – March 2020: Website layout with preliminary content, categories
- February 2020: Marketing: targeted materials for (educators, membership, tradeshow)
- Committee is also working with INC to establish rules for content usage. Committee Chair and VP Education is working INC to build preliminary site for beta testing with first content submitted.

GOAL 2 STATEMENT – JANUARY 2020

GOAL 2 MEASURE

GOAL 2 TIMING

GOAL 2 MAJOR MILESTONES

COMMENTS

Ongoing challenge will be identifying and curating Content. Present challenge is generating interest on the part of corporate partners to submit content.

MAY 2020

UPDATE NOT SUBMITTED

attendance and could be used as the prototype for the online archives developed for NEWH. All used were previously approved by IDCEC allowing quick access once representatives were contacted.

Goal: Finalize documents/pkg. for NEWH CEU's In process.

GOAL OBSTACLE

I think the biggest obstacle has been time spent on the proposal only. Seeing an actual example of the virtual or online CEU, while reviewing a package of the requirements, increases not only interest but also the likelihood of chapters choosing to provide this to the membership.

COMMITTEE TASKS

Contact has been made to individuals responsible for the success of the current online offerings for committee work.

Recommendations for additional committee members should be requested from individual chapters after current examples and requirements are reviewed and each chapter can determine their individual needs.

GENERAL COMMENTS

As we enter an uncertain phase in economics, which directly affects the hospitality industry, NEWH must be prepared to offer continuing education, expertise and support to the membership.

NOVEMBER 2020

UPDATE NOT SUBMITTED

- March 2020: Eblasts/request for submissions
- March 2020: Communicate new initiative to chapters (build committee members through IBOD breakouts-continuous)
- March 2020: Chapter beta test: North Central, Northwest, San Francisco
- April 2020: Review beta test results with committee
- April 2020: Modify as needed from beta test review
- 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

Committee is divvying up possible membership groups (designers, vendors, brands, etc.) to contact via email to solicit content

NOVEMBER 2020

GOAL STATUS:

Goals still in process

1. Creation of beta pages to show how EdOnline will look
2. Tim & Jordan to contact Corporate Sponsors first
3. Utilize any info from Beyond Covid we want to keep

Goal Obstacle:

1. Scheduling time with Tim to create beta pages and a few technical details have slowed the process

BREAKOUT FORMAT:

Yes! Always helpful to hear others ideas and gain possible new

GENERAL COMMENTS:**EID CHAIR****LANEE BURNS & MICHELLE PURCELL****Job Purpose**

- Enhance, bring awareness, and assist in promoting diversity, equality and inclusion in the hospitality industry.

GOAL STATUS:

- Establish a Diversity Committee
- Developed a term for committee members to remain through December 2021, then three (3) persons rotate off the committee each year moving forward – the 3 persons would volunteer to rotate off, and 3 new members would be appointed.
- Started collaborating with the Diversity Coach hired by NEWH Inc.
- Developed a purpose – To enhance, bring awareness, and assist in promoting diversity, equality, and inclusion in the Hospitality Industry. The Diversity Committee will help generate, facilitate ideas, and support each of the local chapters and regions in accordance with the vision and mission of NEWH Inc.
- NEWH Diversity Committee is working with the Diversity Coach to modify the purpose, if necessary.
- Developed Chapter Level Diversity Director criteria for upcoming nominations
- Currently developing a “WHY” state for the committee to use as a foundation

- Working with Diversity Coach on a Town hall Meeting schedule for Oct. 14th with NEWH Inc, Shelia, and Chris.
- The Diversity Committee is working on three initiatives for Scholarship, Education, and Networking. We are still in the process of developing these initiatives to include timelines and goals to present before or by the end of the year.
- End of 2020 goal: Provide chapters with recommendations to promote equity, diversity, and inclusion that align with the NEWH Mission.

GOAL OBSTACLE:

Not at this time

BREAKOUT FORMAT:

N/A

General Comments:

N/A

VP/DEVELOPMENT**MONICA MEADE****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.

JANUARY 2020**GOAL 1 STATEMENT**

Provide guidance and support the development of the 2021 Leadership Conference.

GOAL 1 MEASURE

We will be able to measure the success of the LC after it's deployment in Feb 2021.

GOAL 1 TIMING

We started overall planning in May 2019 and LC will be Feb 2021

GOAL 1 MAJOR MILESTONES

Work with the EC and the LC committee to select and commit key note speakers for LC by May 2020.

GOAL 2 STATEMENT – JANUARY 2020

Collaborate with EC and LC committee to design panels and break outs for LC

by Sept 2020 and commitments from panelist by Nov 2020.

GOAL 2 MEASURE

I will know this goal is achieved when all the panelists and key note speakers are signed.

GOAL 2 TIMING

Started May 2019 and end of goal is Feb 2021

GOAL 2 MAJOR MILESTONES

Present list of top 3 key note speakers to EC by April 2020 and follow up with speakers for commitments

MAY 2020**UPDATE NOT SUBMITTED****NOVEMBER 2020****UPDATE NOT SUBMITTED****MEMBERSHIP****VANESSA VAUGHAN/Director****Job Purpose**

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

JANUARY 2020**GOAL 1 STATEMENT**

Improve the resources that communicate the value of NEWH membership to empower local directors and chairs. Freshen membership materials (postcard and brochure) and seek out new narratives that drive membership.

GOAL 1 MEASURE

When membership directors and chairs have fresh tools that are useful to help them communicate the value of membership.

GOAL 1 TIMING

Start in February and finish by September.

GOAL 1 MAJOR MILESTONES

- 1) Ask for feedback on current membership marketing materials and for fresh ideas from local directors and chairs (on first round of discipline calls in March)
- 2) Review other professional organizations' materials for relevant examples of effective pieces. Engage Polly so she knows this project is coming up.
- 3) Consider new or different formats that might be more contemporary and eye catching. (Price out printing / formats)
- 4) Combine feedback on current materials with ideas for new ones, produce

a brief for Polly.

- 5) Seek feedback on the brief from NEWH Inc leadership
- 6) Collaborate with Polly on new designs.
- 7) Seek feedback / approval of new designs from NEWH Inc leadership
- 8) Print and distribute.

GOAL 2 STATEMENT

Guide and encourage regional groups & international start-ups to achieve NEWH expansion goals.

GOAL 2 MEASURE

When a routine has been established in each regional group with consistent participation by committee members. (once / quarter, with 80% attendance)

GOAL 2 TIMING

Starting in February, ongoing as we establish more regional groups.

GOAL 2 MAJOR MILESTONES

- 1) Reach out to all regional group committee chairs + connect individually on the phone. Let them know the plan for quarterly calls and that I can be available for any questions they have as they are getting started.
- 2) Establish a schedule for quarterly calls with each regional committee
- 3) Facilitate first quarterly call to go over committee positions, questions anyone has, and set goals for the year.
- 4) Follow up on subsequent quarterly calls to ask how they went, who was in attendance, and ask for meeting minutes from chairs.
- 5) Have a call in September / October for strategic planning going into 2021 to make sure there will be some members remaining with the committee and some new joining.

COMMENTS

I'm looking forward to working with the local chapter directors and chairs to more effectively communicate the value of NEWH and help each chapter and regional group grow and thrive.

MAY 2020

UPDATE NOT SUBMITTED

NOVEMBER 2020

GOAL STATUS:

Areas of focus for 2020-2021

My 2020 goals have been shifted / re-assessed due to COVID, but several remain the same, despite the new circumstances.

1. Understand our members and what they need from NEWH going into 2021 as we continue to experience uncertainty and adversity in the hospitality industry. How can we support those who are needing to make a career change, or needing to pivot their business to respond to the current health can economic pressures?
2. Retain members – NEWH Inc is doing a lot to help support members experiencing financial hardships. How else can we provide value to members to keep our numbers up and make it easy for members to stay current?
3. Plan for the future – once we can resume "normal" operations,

how do we attract new members and retain our existing ones?

SPECIFIC INITIATIVES –

Membership Survey – to help us assess how our members are feeling in the current situation / 2020 so far, and entering 2021, what can we provide? What value is NEWH offering and how can we fill other needs? Results to be presented to IBOD and chapter boards.

Membership collateral / marketing materials

Brochures – keep or change? I suspect many chapters are not handing out the paper literature (especially during COVID), and maybe it would be best to look at a more sustainable solution / evaluate whether chapters still want to receive 1 box each year by default?

Develop a PDF deck that can be provided to chapters to use on zoom or eventually in person presentations that communicates the value of membership and what NEWH does.

New Design Firm Membership Level –

Determine specific perks that will be most appealing to design firms

Establish pricing / requirements for membership

GOAL OBSTACLE:

The biggest obstacle to the overall goal of growing / retaining our membership is that there is so much uncertainty in the industry, and massive shifts in employment. Since NEWH as a whole is limited just to online events, we will need to come up with creative ways to keep members engaged and provide value.

Joining NEWH – making it easier to join. Can we streamline / make the process similar for joining as an individual and as a chapter business or design firm? How can we improve the process for joining? I have received feedback from chapter leadership that the PDF form currently required for business memberships is cumbersome and presents an obstacle to getting more business membership. Would like to look at this process and see how we can improve so we are ready to onboard new members easily.

BREAKOUT FORMAT:

Yes, they are always the most insightful portion of IBOD meetings, since we get to engage in dialogue and share insights from the individual chapters.

GENERAL COMMENTS:

The cancellation of the discipline calls this year has meant very little engagement between the IBOD directors and the board-level directors in their discipline. Perhaps I need to be more proactive in engaging with chapter membership directors, but it would be helpful if INC were to set some parameters / ways to check in and have more connection between IBOD and the local boards.

MEMBERSHIP REPORT BY CHAPTER

chapter	November 1, 2019	11/1/2019 w/ Students	2020 to date	2020 to date w/ Students	% of Change since November 2019 meeting w/o students	2020 non renewals		2020 new members/ past returning		voting members	non-voting	students
							Students are not reflected					
Arizona	102	148	120	145	18%	15	12.5%	12	11.8%	93	27	25
Atlanta	347	627	342	554	-1%	49	14.1%	43	12.4%	239	103	212
Chicago	331	419	297	376	-10%	38	11.5%	36	10.9%	243	54	79
Dallas	391	513	366	473	-6%	47	12.0%	30	7.7%	300	66	107
Houston	122	193	133	190	9%	21	17.2%	27	22.1%	98	35	57
Las Vegas	193	246	177	237	-8%	42	21.8%	19	9.8%	144	33	60
Los Angeles Founding	232	286	228	272	-2%	36	15.5%	32	13.8%	197	31	44
Milano	0	0	45	45				42		41	4	0
New York	424	518	400	487	-6%	79	18.6%	74	17.5%	319	81	87

North Central	182	348	179	326	-2%	16	8.8%	21	11.5%	116	63	147
Northwest	239	292	232	260	-3%	40	16.7%	26	10.9%	172	60	28
Paris	4	4	18	18	0%	0	0.0%	11	0.0%	16	2	0
Rocky Mountain	160	235	155	210	-3%	21	13.1%	17	10.6%	131	24	55
San Francisco Bay	224	289	216	281	-4%	27	12.1%	29	12.9%	175	41	65
South Florida	260	321	266	313	2%	42	16.2%	36	13.8%	223	43	47
Sunshine	227	252	236	292	4%	36	15.9%	36	15.9%	205	31	56
Toronto	129	158	134	174	4%	19	14.7%	25	19.4%	109	25	40
United Kingdom	136	156	123	134	-10%	51	37.5%	35	25.7%	104	19	11
Washington DC Metro	341	413	343	388	1%	46	13.5%	40	11.7%	275	68	45
Atlantic Canada Region	1	1	1	1	0%	0	0.0%	0	0.0%	1	0	0
Atlantic City/Philadelphia	72	88	74	104	3%	9	12.5%	8	11.1%	65	9	30
Cincinnati Region	69	164	57	133	-17%	5	7.2%	8	11.6%	48	9	76
Hawaii Region	4	7	4	4	0%	0	0.0%	0	0.0%	3	1	0
Mid-South Region	71	129	85	120	20%	3	4.2%	16	22.5%	73	12	35
New England Region	105	138	97	126	-8%	19	18.1%	15	14.3%	81	16	29
North Carolina Region	83	125	86	109	4%	17	20.5%	6	7.2%	53	33	23
Orange County Region	88	123	90	120	2%	10	11.4%	12	13.6%	63	27	30
Pittsburgh Region	43	52	42	49	-2%	12	27.9%	8	18.6%	36	6	7
Regional Members	37	37	36	37	-3%	3	8.1%	10	27.0%	31	5	1
San Diego Region	3	3	2	2	-33%	0	0.0%	0	0.0%	2	0	0
South Carolina Region	29	38	35	43	21%	5	17.2%	7	24.1%	29	6	8
Vancouver Region	96	162	88	142	-8%	20	20.8%	10	10.4%	57	31	54
edited 01-October-2020	4745	6485	4707	6165	-1%	728	15.3%	691	14.7%	3742	965	1458

REGIONAL MEMBERSHIP

Regional Areas	2020	2019	2018	2017	Regional Areas	2020	2019	2018	2017
Alabama	0	1	1	1	Michigan	3	4	5	10
Arkansas	2	2	1	1	Missouri/St. Louis	12	8	4	4
Asia/Pacific	4	1	2	3	Oklahoma	5	6	3	5
Idaho	1	1			Spain	1			
Indiana	6	6	5	8	Virginia	2	3	3	2

NEWH CONFERENCES

ALEXANDRA JONES/Director

Job Purpose

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

GOAL 1 STATEMENT – JANUARY 2020

To try and fill in the big shoes of Monica and keep the momentum and excitement going with the Leadership Conference.

GOAL 1 MEASURE

Organization will be key and setting goals with timelines.

GOAL 1 TIMING

Speakers will be presented to the executive committee at the next IBOD/January Orlando.

GOAL 1 MAJOR MILESTONES

meeting with Monica in Orlando to learn what steps need to be taken to ensure a smooth transition.

GOAL 2 STATEMENT – JANUARY 2020

GOAL 2 MEASURE

GOAL 2 TIMING

GOAL 2 MAJOR MILESTONES

UPDATE NOT SUBMITTED

COMMUNICATIONS

HELEN REED/Director

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.

JANUARY 2020

GOAL 1 STATEMENT

- Increase exposure for NEWH through IG/Social Media
- Help increase awareness of NEWH Leadership Conference 2021, grow

sponsorship and look at ways to market LC to Hospitality Organizations, Hoteliers, Restaurant owners, Travel organizations and other groups

- Work with LC team on Marketing ideas
- Announce NEWH scholarships and scholarship winners
- Grow following of NEWH

- Provide templates for NEWH chapters for NEWH, Inc announcements

GOAL 1 MEASURE

- Increase postings on IG
- Have Chapters get involved with NEWH Inc. IG postings/takeover

GOAL 1 TIMING

Goal will start week of Jan 6 – The goals are ongoing

GOAL 1 MAJOR MILESTONES

Review at the end of each quarter

GOAL 2 STATEMENT – JANUARY 2020

Increase participation and marketing through IG for LC 2021

GOAL 2 MEASURE

Working with NEWH Inc

GOAL 2 TIMING

Goal will start in first quarter 2020 and end at LC 2021

GOAL 2 MAJOR MILESTONES

MAY 2020

GOAL STATUS

Moving forward with goals set for this year.

GOAL OBSTACLE

Finding content is an obstacle but moving forward we have come up with a variety of events for NEWH that will be launched under NEWH Now.

NOVEMBER 2020

GOAL STATUS:

Yes, despite COVID, the majority of goals have been met. We are continually working to increase awareness of NEWH and have developed a Social Media calendar with post and NEWH Inc. events We are continuing to work on new content and develop templates for INC and the chapters that can be reposted with ease

Big Thank you to Hillary in the office for everything that she has been doing to help with social media!!

GOAL OBSTACLE:

COVID was an obstacle but we worked through it

Facebook's changes are now the most recent obstacle that we are working through.

GENERAL COMMENTS:

For chapters that are not participating through social media, we encourage you to find someone that is active in your chapter that can help you with this since it is a great way to get your events and chapter news out.

VP/INTERNATIONAL RELATIONS – CANADA

TARA WITT

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.

JANUARY 2020

GOAL 1 STATEMENT

Represent the international arm of NEWH to the current chapter and region within Canada.

GOAL 1 MEASURE

Regular attendance of events, open relationship and engagement with both established regions.

GOAL 1 TIMING

Starts January 1st, 2020 and progress will be reviewed and updated quarterly with the executive committee.

GOAL 1 MAJOR MILESTONES

Success in chapter events, strong relationships with board members, and "farming" supporting membership.

GOAL 2 STATEMENT – JANUARY 2020

Identify and explore viability of new market opportunities throughout Canada.

GOAL 2 MEASURE

Interest generated in Quebec (namely Montreal) from provincial supply members to come together for an NEWH Canada event. Due to language laws in Quebec, NEWH cannot have chapter presence, but due to the high concentration of hospitality professionals, it is in NEWH's best interest to have exposure in the region. By working with supply partners, we can achieve this.

MAY 2020

GOAL STATUS

I have been representing the international arm of NEWH to the Toronto chapter virtually. The Vancouver regional group has done a fantastic job of moving their networking initiatives to a virtual platform with 'Virtual Wine Wednesday' and also a Trivia element. At the Toronto chapter level attempt to offer #virtualnetworking, we are currently looking to plan Round Table events that the Vancouver regional group could host and participate in as well, bring a national perspective. A great part of this new era of online connection and education gives us the ability to have multiple chapters bring their knowledge base and memberships together.

In relation to the goal set to host an NEWH Canada event in Montreal, I had started some research and had some input on sponsorship and venues. This kind of event would help to explore new market opportunities throughout Canada. Obviously, due to COVID-19, this is no longer a viable goal

to measure and will be postponed until 2021.

GOAL OBSTACLE

COVID-19 has forced us to move all initiatives to a virtual online platform. I believe it is working well. However, we need to be mindful of how priorities have changed due to the pandemic and make sure that we can offer these virtual experiences as a supportive network and not a 'selling' platform. There is new standard for proper business etiquette through a global pandemic, and this will change how suppliers and decision makers are expected to interact in these forums. We also need to be sensitive to not make these online experiences overbearing and incessant for those participating.

NOVEMBER 2020

GOAL STATUS:

NEWH Canada continues to offer events with content to engage our membership. We are pleased to offer the Biophilia 4-part series with Canadian sponsor Renwil and amazing speaker Alem Sklar. The series topics presented are an in depth review of Digital Enchantment, Biophilic Design, The Activist Consumer and Magic Realism and how this is affecting the Hospitality world and design perception. Next one is Oct 21, and all previous can be seen on the link on the NEWH website under Events. We had an extremely successful Canadian Pride Trivia event on Tuesday, July 21st with guest panelist from Vancouver and Toronto sharing experiences and trivia about LGBTQ2+ activism and the history of Pride in Canada.

GOAL OBSTACLE:

Further development of membership or events in other geographical regions of Canada has not been possible due to Covid restrictions.

BREAKOUT FORMAT:

The breakouts create more dialogue and offer opportunity for input bring positive content to our directives.

BREAKOUT ACTIONS:

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

JONATHAN YOUNG

Job Purpose

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

NO GOALS SUBMITTED

UPDATE NOT SUBMITTED

PAST PRESIDENT

CYNTHIA GUTHRIE

Job Purpose

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

JANUARY 2020

GOAL 1 STATEMENT – JANUARY 2020

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

GOAL 1 MEASURE

When I have presented a scope document to EC identifying key goals to assemble an advisory board.

GOAL 1 TIMING

Start Jan 2019
End March/April 2019 – present at Milliken

GOAL 1 MAJOR MILESTONES

Research other nonprofit and for profit executive level advisory board structures and function.
Nov 2019 – had breakout session with NEWH IBOD Ambassadors to get comments/suggestions for guidelines and demographic to select for Advisory Board.
Finalize scope document for 1st review with Trudy.

GOAL 2 STATEMENT – JANUARY 2020

To gather all materials & information for a Leadership Conference Manual

GOAL 2 MEASURE

When NEWH staff and EC have reviewed and confirm all pertinent information & materials is complete in the manual

GOAL 2 TIMING

April 2019 start
April 2020 end

GOAL 2 MAJOR MILESTONES

First draft presented by LM June 2019 for review
Second draft presented by CG Nov 2019 to Jena for review with further revisions to follow
Third draft to be presented to Jena for comments Feb 2020

COMMENTS

As past president, I will serve and advise our current president Chris Tucker with any existing or new goals she would like to assign to me. Our discussion and first objective is to get the above goals completed so we can move on to other items where I can focus more attention.

MAY 2020

GOAL STATUS

Advisory Board Goal – A review was done on 4-20-20 to adjust the milestone dates and content of this goal.
Leadership Conference Manual – A review was done on 4-20-20 to adjust the milestone dates and contents of this goal.

GOAL OBSTACLE

Budget consideration has to be evaluated for Advisory Board Goal.

EXECUTIVE ADVISOR

TRISHA POOLE

Job Purpose

No obstacle for LC Manual

ACTION PLAN

Breakouts specific to above goals were not in breakouts in Jan. Monica Meade VP Developments may be able to share any comments regarding LC Manual and need for this manual.

COMMITTEE TASKS

Not specific to a breakout –
Monica Meade and I are working on the LC manual so we can present to NEWH staff.
Advisory Board to present to EC September 15th, 2020

NOVEMBER 2020

GOAL STATUS:

Yes – Advisory Board Goal – A review was done on 4-20-20 to adjust the milestone dates and content of this goal. A presentation of the Goal and requested Scope Document will take place during Strategic Planning of the EC. If accepted, a new will be generated as to the formation of Advisory Board.

In Works – Leadership Conference Manual – A review was done on 4-20-20 to adjust the milestone dates and contents of this goal. New dates are set due to new dates of the Leadership Conference.

GOAL OBSTACLE:

Goal Obstacle: Budget was not set at beginning of 2020 and not yet evaluated for Advisory Board Goal.

No obstacles on Leadership Manual.

BREAKOUT FORMAT:

Yes as it provides a platform for all to state their opinion and ideas.

BREAKOUT ACTIONS:

If an idea has merit and works with our mission statement, it will be discussed further for in breakout. We would discuss how to implement, staff requirements, budget requirements and what discipline and who would drive the initiative forward.

GENERAL COMMENTS:

We realize this has been an unprecedented year and are so very proud of boards of each chapter, how they have rallied to keep our members, hospitality professional, and community together with innovative presentations, tours and social gatherings.....virtually! Keep up the incredible work..... We are in this together and could not do it without you. I'd also like to thank the newh staff, the ec and Chris Tucker for the volumes of ideas brought to fruition to keep our local us and international communities, members and chapters informed. Great job!

- 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

JANUARY 2020

GOAL 1 STATEMENT

Collaborate and guide our creative video company to deliver a high quality video showcasing NEWH, who we are and what we do for debut at 2021 Leadership Conference.

GOAL 1 MEASURE

When the video is debuted successfully and in budget at the Leadership Conference in Seattle.

GOAL 1 TIMING

Start: January 2020
End: January 2021

GOAL 1 MAJOR MILESTONES

2020 Jan: Call for submissions by NEWH to all chapters and set up Dropbox to share with Interconnected

2020 Mar: Interconnected review of stories and identify 3 finalists by the end of March

2020 Apr: NEWH identifies final feature story candidate with input from Nirvan and creative team

2020 May: SOW and quotes due for final filming of feature story candidate and how it will be debuted at 2021 Leadership Conference in full and short film versions

GOAL 2 STATEMENT – JANUARY 2020

Develop a Brand Partners benefits plan to provide incentive for annual financial commitment to add additional financial security to the success of NEWH brand related programs.

GOAL 2 MEASURE

January 2021 have five NEWH Brand Partners signed up.

GOAL 2 TIMING

Starts: January 2020
Ends: January 2021

GOAL 2 MAJOR MILESTONES

January 2020: Create Brand Partner Agreement identifying partner benefits and marketing collateral with Debbie McKelvey's input; issue to all vendors for sign up for 2020 partnership benefits.

January-December 2020:

1. Continue to market throughout the year if we do not fill all five spots
2. Continue to market the BrandED program on the local level for local support
3. Continue to test and refine Brand Partner benefits
4. Continue to bring new Brands on board to deliver educational programs

GOAL 3 STATEMENT – JANUARY 2020

Continue to refine the BrandED program/process to enhance Brand partnerships with existing and new partnerships. Expand the program into international chapters and regions.

Deliver a BrandED program guideline book for chapter and international events to provide more comprehensive information to chapters and participating brands.

Start: January 2020
End: December 2020

January 2020: Meet with Brand Relations Director, BrandED Chairs and chapter boards that have hosted past BrandED events to determine draft guidelines for the booklet.

January 2020: Meet with ALIS organizers to develop BrandED programs within ALIS conference for 2021; contact Lodging organizers to seek opportunities for BrandED within the

Lodging Conference.

January-December 2020:

- Continue to market the BrandED program on the local and international

level sponsor and brand support

- Maintain regular contact with Ambassadors and Debbie to confirm program success at the Chapters and provide support as required.

May 2020: Provide draft booklet for review at Board meeting

September 2020: Meet with Lodging organizers to develop BrandED programs at the Lodging Conference 2021.

MAY 2020

GOAL STATUS

The BrandED program has been temporarily interrupted with the COVID 19 restrictions in place March-June it will make the programs difficult to execute. It has postponed some of our planned events for 2020. Debbie McKelvey, Leslie Anderson and Stephanie Deshaies is working on virtual events to continue the distribution of education and important information from the brands. We are shifting the format and topics to respond to the challenge of physical meetings and address current issues the brands are facing.

GOAL OBSTACLE

COVID 19

COMMENTS

"I want to thank Debbie, Director of Brand Relations, Leslie BrandED Chair and Stephanie, BrandED Chair for be proactive in addressing the BrandED events. We appreciate the efforts to continue to provide value to our partners, sponsors and to deliver important information and education to our NEWH followers/supporters.

NEWH will also be publishing a NEWH Special Edition Magazine titled ""BEYOND"" that will feature 20 of our TopID firms most creative work sharing a future view of design ""beyond"" COVID 19. There has been a huge positive response from this timeless publication that will be issued early to mid-July. We look forward to promoting our TopID partners and the innovative concepts they will present and thank the firms that are participating!"

NOVEMBER 2020

GOAL STATUS:

Goals were adjusted due to COVID 19:

- I. BrandED: The BrandED program was transitioned to a virtual platform to continue the growth and development of the program. Although the program was off to a great start in 2020 with 3 brands and 6 brand sponsors we were able to bring on new brands and provide promotional benefits to our sponsors. New brands are: Noble House, Holland America and Accor. Marriott, IHG and Hilton remain partners and are contributing to the virtual BrandED events.

We will not be awarding any BrandED Scholarships this year but are collecting scholarship donations with the Virtual BrandED events. We are averaging \$1800/per event in donations so far.

We have brought on new Ambassadors; Tara Chung for Marriott and My Nguyen for Holland America and Federico Toresi for Accor. The professionals will continue to help NEWH grow the program and strengthen our relationship with the brands for benefit of educational initiatives.

- II. Scholarship Video: We have postponed the video due to pandemic and limitations on filming for a year. It will launch with the 2022 Leadership Conference.

GOAL OBSTACLE:

The limitations due to the pandemic have pushed us to a virtual offering for branded but it has turned out to be a beneficial venture for newh. We have gained a large audience and raised scholarship funds in spite of the challenges. We will plan to keep the virtual offering in the future to compliment the live events once they resume.

BRAND RELATIONS

DEBBIE MCKELVEY/Director

Job Purpose

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

JANUARY 2020

GOAL 1 STATEMENT

To have a BrandEd Partner sponsorship level which would include 4 vendors for 2020 with several levels of benefits.

GOAL 1 MEASURE

will be sending out a call for BrandED partners mid-January. Must have for the first event call for BrandED event sponsors for February event.

GOAL 1 TIMING

Mid-January thru end of January.

GOAL 1 MAJOR MILESTONES

GOAL 2 STATEMENT – JANUARY 2020

To have 6 events for 2020.

GOAL 2 MEASURE

Work with additional Brands for our partners to have events.

GOAL 2 TIMING

This is an on-going yearlong project.

GOAL 2 MAJOR MILESTONES

COMMENTS

UPDATE NOT SUBMITTED

NEWH STAFF

Jena Seibel/Susan Huntington/Diane Federwitz/Julie Hartmann/Kathy Coughlin/Brenda Brown/Hillary Eggebrecht

2021 BOARDS

Mandatory Discipline Calls – Remind ALL voting board directors to participate in the mandatory discipline training calls 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. (NOTE: Though many current board members are remaining in their board position for 2021, participation is still required in the mandatory calls.) Please watch for emails for more information.

Ensure a Smooth Transition into 2021 – if you have new board members coming into a 2021 board position, be sure to include them 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/voting process is complete!! 2021 Board Announcements will be sent out the end of October and we are looking forward to a great year. There are some Chapters that have open spots in key positions so please be 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!**

Board Training/ Strategic Planning – In-house board training as well as strategic planning sessions with Trudy Craven will be going virtual. We will reach out to chapters due for these trainings once we are ready to roll.

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 2021 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 – 2020 has been challenging for many members. Members with a due date of March or later who were not able to renew their dues were given a 6-month extension. The NEWH office is also personally reaching out to those members who do not renew after their extension date to find out if they have extenuating circumstances (were furloughed, or lost their job). We want to be sensitive during this time to our members' needs. If you do know of any members who have extenuating circumstances, please contact the office.

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 2021 event calendar, make your events (whether virtual or in-person) 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 or looking for new ideas? Conduct a member interest survey and ask your members! (contact Diane at the NEWH, Inc. office to set this up). Check out what other chapters/regions are planning or have had by checking out their events on the website, or by reading chapter reports in this 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/>

Stay connected with all your members – whether it's a personal email or phone call - make them feel wanted and important. If they feel connected, they'll be loyal to NEWH! We need to remain in touch with members especially during this time – if you know of any members who have been laid off/furloughed, please let us know so we can get updated contact information for them in order to stay connected.

Highlight members on Social Media during this time - in order for members to feel connected and/or include a member spotlight on your chapter web page (just send information you'd like on your website to Diane at the NEWH, Inc. office). Introduce new members at your next virtual event. Make new members feel welcome!

EVENTS

Event Calendar – please be sure your event dates are listed on the website - if any of your event dates change, please be sure contact Diane at the NEWH Office to update your website calendar.

Virtual Events – Need ideas? You can find ideas for virtual events that chapter/regions have had – look in the Programming area of the Board Resources on the website.

Registration for free virtual events can be done right through Zoom. Registration in Zoom is very convenient – be sure your event is set up as 'registration required.' As soon as someone registers on Zoom they will receive a confirmation email - as well as a reminder for their calendar that will pop up with the login info for the event. You can manage attendees right in Zoom, and won't have to manually email attendees a link to join. You can also customize the email that attendees receive as well as the information you ask for on the registration. Any questions, contact Susan in the office for help!

Corporate Partner banner – A 2021 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. Having a virtual event? There is a corporate partner logo collage available in the Board Resources/Programming area on the

website you can display during your virtual event. Remember to thank partners as well as individual event sponsors.

Sponsorships - Even during this uncertain time, companies are reaching out asking about 2021 sponsorship opportunities as they are working on their budgets. Now is the time to get notification of your 2021 events both virtual and in person to potential sponsors so they can request sponsor dollars in their budgets. Even if you don't have dates confirmed but know what kind of events you may be hosting, put a brief event/ calendar/ sponsorship marketing image together and we can send it out to your chapter list.

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

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

2021 Regional Tradeshows and Virtual Tradeshows –Dallas, Bethesda, Atlanta and Houston shows were rescheduled from 2020 to the following dates in 2021: Dallas, TX – April 13; Bethesda, MD – June 10; Atlanta, GA TBD; Houston, TX – October 5. We are currently testing a platform for Virtual Tradeshows to be done by different categories held on a monthly basis.

SCHOLARSHIP

Scholarship awards: With fundraisers still uncertain, while planning 2021 budgets, remember to keep scholarships at 25% of the scholarship fund reserving remainder for the future.

Scholarship recipients becoming members: When sending in recipients of your chapter scholarships, we now require a headshot for our database before we will send check. When asking for headshots, this would be a great opportunity to mention student memberships, associate memberships and send them a link to join.

Engage educators and students: Chapters can have more than one (1) Student/Educational Professional Representative. Recruit from colleges in your territory to serve on your board to promote NEWH scholarship and membership as well as keep you updated of what's happening within their programs. Now would be a great time to start engaging with high school students/educators to show them all the hospitality industry has to offer and the scholarship opportunities of NEWH. Invite students/educators to assist in planning a virtual student event/discussion. Hillary in the NEWH office will be sending your school lists to start updating soon.

Scholarship Videos: There are four (4) available videos for chapter use (extended version/trailer); user guidelines must be followed. Ensure your audience understands what's behind our name, how funds are raised, how we're supported and what members can access through NEWH. Remember to use these as a great intro for your virtual events. If you need access to the video contact Hillary Eggebrecht.

Keep growing the story! Video your scholarship winners, at the chapter awards event (via virtual or in-person), through an on-site interview, or video the students' parents/guests/ educators at your event/virtually. Collected contributions will help us build our next scholarship video and enable us to promote through social media.

WEBSITE/SOCIAL MEDIA

Stay connected - Chapters/Regions digital platforms (such as Instagram and Facebook) are playing a major role this year while social distancing remains – members/nonmembers may no longer be able to connect from email addresses we have for them (either due to unemployment or furlough) so please

continue/ramp up your social media posts to stay connected!

Event Photos/Flickr: Check out your Event Recaps section on your website page – did you have a virtual/Zoom event recording you can post? Do a brief recap of the event and post the recording link for others to view! Look back at past year's events – do you have any photos that are not yet posted? Please upload to Flickr and let Diane know so she can link to your website Event Recap section. Flickr instructions are on the website, or contact Diane. Members LOVE to see pictures!

Now's the time to review your chapter pages on the website.

Your chapter-landing page is the first place someone visits to find out about your chapter so sell your chapter here! If you'd like different banner photos, send them in! Why should someone join your chapter? How are you connecting to your members? What do you have to offer? Want to share how successful an event was or market an upcoming event? Make it exciting! Visit your pages often to make sure they are up-to-date – the more current your pages are; the more visitors you will have on your site. Forward any chapter page updates/requests to Diane Federwitz.

FINANCE

Banking

- It's time to start thinking about signature cards for 2021. 2020 was a unique year – so if your board is not changing for 2021 – we will just confirm that the cards we have on file are still current. If your board will have position changes, we will reach out for updated signature cards as usual.
- 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 Boards.

GoPayment App

- Although as in-person events haven't been happening as frequent, the GoPayment App is still available for use.
- For more information, contact Susan.
Susan.huntington@newh.org

Text-to-Give App

- Is a great new option to take mobile donations via text, or direct payment link.
- Several Chapters have utilized this as an easy and convenient way allows donors to give towards your scholarship funds especially now that we are virtual.
- For more information and to get a donation text code, contact susan.huntington@newh.org

QuickBooks Online

Easy and effective way to track your Chapter's finances up-to-date, print reports and verify account balances.

- Chapter Presidents and Treasurers have access to live financials for your Chapter.
- 2021 cost is \$75 / annually
- If you have any questions or concerns on how to utilize QB Online, please contact Susan.

Checks/Deposits

- Reimbursement requests must be submitted to the Chapter treasurer 60 days following the occurrence or the expense may be considered a donation.
- Please do not mail cash for deposit to NEWH, Inc. Two people should count the cash for accuracy. Either a personal check or a cashier's check for cash amount can be sent to the Inc. office.
- Please update your Chapter sponsorship forms to reflect NEWH, Inc.'s mailing address for all checks to be mailed and deposited directly out of the Inc office.

Chapter Financial Reports / Profit and Loss

- Accounting is Cash Basis (Jan - Dec). Meaning revenue and

expenses are dated when cash is deposited and expenses are paid out.

- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled. Please review with your Chapter board.

Chapter Budgets

- It's time to start thinking about budgets. 2021 budgets will be due mid-February, be on the watch for an email with a template.
- Regular monitoring the budget will keep you financially stable. These figures should sync with all event budgets. Finances are the responsibility of the entire board – not just the treasurer.
- Scholarship amounts granted in 2021 should come from your fundraising efforts in 2020. It is understood that 2020 wasn't a typical year for fundraising. Keep this in mind when reviewing 2021 scholarship funds. Any questions, contact Susan or Hillary.
- Should your budget need amending – the Chapter will need to vote on any changes and let the Inc. office know.

Chapter Credit Card

- NEWH, Inc. holds a Chapter credit card and should be utilized by Chapters to make deposits, pay invoices, etc. in lieu of using personal accounts. (Request should be made **5 days**

prior to the date due.)

- There is no fee to the Chapter to utilize the credit card. Please contact Susan.

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/EDonline – Hillary Eggebrecht
- Compliance/Raffles/Auctions in your state: Julie Hartmann
- Programming/Fundraising – Diane Federwitz;
Event RSVPs – Julie Hartmann
- Regional Tradeshow/Corporate Partners / Leadership Conference– Jena Seibel or Brenda Brown
- Green Voice – Hillary Eggebrecht
- Website/Newsletters – Diane Federwitz

Other questions – just call, we would be glad to help!

ARIZONA

Rittner Hufford and Shannon Vance, delegates

chartered May 5, 1995

MEMBERSHIP - Dan

Currently helping with a blood drive on October 22 to engage our members and possible new members.

Reaching out to members, notifying of events, and showing benefits of our chapter since COVID has played a huge change on membership renewals, etc...

PROGRAMMING

Currently our programming is vacant. But each board member has taken certain events that were discussed for our calendar. For instance: Michelle handled the virtual hotel tour, Rittner handled the Top ID winners and virtual programs, Dan handled blood drive, & Natalie handled Instagram marketing virtual program,

SCHOLARSHIP - Shannon

Has reached out to schools to start the process for scholarship applicants. Shannon notified board that she will be moving and will try to finish the remainder of the year.

FUNDRAISING - Tammy

It was decided this month that Wine and Dine would be held in the Spring 2021. Honors would be held in the Fall as previous years. This was determined based on rates for events in the winter/spring in AZ, as well as current situation still unknown for holding large gatherings with Covid 19.

NEWH AZ is holding a blood drive event in October. Sponsorship suggested we try to have a fundraising event at the blood drive. We would like to have a trunk show and allow vendors to showcase their products to members and designers prior to or after they donate blood. We are currently working with the property managers to see if we can get spaces to do this event.

OTHER CHAPTER HIGHLIGHTS

ATLANTA

Penny Shelton & Tara Hebert, delegates

chartered May 5, 1995

NO REPORT SUBMITTED

ATLANTIC CITY/ PHILADELPHIA REGION

Courtney Elfand, steering committee chair

September 9, 2008

MEMBERSHIP

Our membership committee has been working diligently on increasing our membership through direct marketing to firms as well as connecting with local universities to encourage student membership. We had an increase of 40+ members over the last 6 months.

PROGRAMMING

In August the programming team had an Instagram Live event interviewing independent designers, brand design directors, and chefs to discuss the current state of the industry. Currently we are focusing on working with designers of recently opened hotels in Philadelphia and surrounding areas to create virtual tours or interviews discussing the projects. We also want to incorporate our sponsors in these events whether it be their interviewing the designers with questions about the space or sharing information about their products and how they were used in the hotel.

SCHOLARSHIP

Scholarship applications for 2020 recently closed on Sept. 30th. The scholarship team worked directly with universities to share the opportunity with the students. We have successfully resulted in 19

Our marketing team has done a great job of highlighting events and important info that we want to capture on Instagram. Also our virtual hotel tour is now on YouTube for anyone to view the hotel tour with Cornerstone Interiors.

CHAPTER/REGION GOAL

Our goal was to stay on track with our programs, even though COVID interrupted our schedule. We as the board strategized what were easy, attractive and attainable events. We discussed who would be involved, how we would market, did this need any extra participation from others. Then disbursed to board members to task up the event.

REPORT BACK TO CHAPTER/REGION

Michelle and I both reported to our local board. Took some ideas from other boards on events. Also highlighted how we need to think who are audience is and are our programs/events capturing what we are trying to fulfill.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are struggling to get VP's and we have both areas open for 2021. How can Inc. increase blasts of information to hospitality design firms in AZ that are not participating on our chapter currently. Could you create flyers of what we have done in the past and make an ad?

Staff note: We'd be happy to help you put something together to broadcast to your local design firms as well as put on social media. Please contact Diane for assistance. We also recommend you personally reach out to those firms - invite them to your events and let them know what's in the works!

REMINDER: Be sure to add any recordings of past events to your Events Recaps page on your chapter page - write a brief recap, and submit the YouTube to Diane to post.

applications coming from a total of 6 different universities in Philadelphia, Delaware, and New Jersey.

FUNDRAISING

We are working on new ideas on how to fundraise during COVID. Since many of these events are virtual we have not had the opportunity to charge for the event. We hope in the fall that we can come up with a creative way to host an event that would allow for fundraising.

CHAPTER/REGION GOAL

We set to have a total of 20 applicants for the 2020 Scholarship. We ended up with a total of 19 applicants. We achieved this goal through direct contact with the schools' leaders and marketing the opportunity on social media outlets frequently. We also currently have 2 student members on our board who have committed to connecting with students at all local universities to join and participate in NEWH. It is important to us for students to learn the value of NEWH. We have celebrated their participation through having weekly showcases of selected student members work on social media.

REPORT BACK TO CHAPTER/REGION

Yes, I do. The information learned at the IBOD meetings has greatly

increased our knowledge as a newer Board.

CHICAGO

Jenelle Francois & Anne Hiter, delegates

chartered August 12, 1991

MEMBERSHIP

Although 2020 has been a difficult year, the Chicago NEWH Chapter has been incredibly fortunate to welcome over 25 new members to the organization during the summer. While we still have not been able to host any in-person events for our members this year, we have been able to keep the lines of communications open and have seen fantastic involvement from them in scholarship and award applications. We are proud of their work and look forward to more excitement this fall!

PROGRAMMING

We have an exciting series of Virtual Hotel Tours in the works. We've filmed walk-throughs, showing spaces designed by local firms. We've conducted interviews with designers to gain a sense of their inspiration and design process. We plan to release them for the holiday Season to wrap up 2020.

We've not held any new in-person events in 2020. We had a planned and fully sponsored New Members Event planned 3/19/20 but it was cancelled due to the unprecedented times we are facing and continue to for the immediate future.

The Top ID Awards, Restaurant Event and Hotel Tour have been postponed until further guidance from local government, NEWH and the Health and Organization Community at large deem it is safe to congregate in groups larger than 10 people.

SCHOLARSHIP

There was very little early activity with applications even though we opened it earlier than usual. We saw a great deal of activity in the last couple of weeks – which seems to be typical. We ended up with a satisfactory number of applicants for 2020 and we were happy to be able to give away as much as we did.

This next year we hope to be more creative with our outreach. We've learned that contacting schools directly is helpful, but if we have more to present to them it seems to generate more interest. They all really like the idea of industry professionals sharing their experiences with the students. I found calling or emailing specific contacts to offer them presentations by professionals generated more interest in our organization. It is also beneficial to contact the schools several times to remind them of our offerings.

We had a couple presentations scheduled with Purdue and Michigan State that were postponed due to effect that Covid had on the school schedule, but we're still working with them on this and plan to make the presentation in November 2020. We believe that this will become a really good program for outreach.

Of the schools we made the best contacts with, we found they generated more applications than other schools. We will continue to do that and also make a greater attempt to contact them more frequently.

We engaged 2019 recipients in our efforts to spread the word on the organization. Those schools also produced greater number of applicants. Since these efforts proved to be successful, we will continue to do the same.

FUNDRAISING

Our fundraising plans have been drastically changed for 2020. We are exploring virtual fundraising event options to close out this year and are brainstorming for an additional virtual or in-person event that could be held in Q1/Q2 of 2021.

Our typical events that our sponsors and members look forward to have all been postponed to 2021.

We have the following dates confirmed for 2021 events:

Summer Social – July 22nd

Kingpin – November 4th

OTHER CHAPTER HIGHLIGHTS

We recently held a board meeting in person, in a park. During the lock-down, it was not possible to come together as a group. Once some of the restrictions were lifted, we felt safe enough to join in a socially distant outdoor setting. Being together physically as a group was very encouraging.

2020 has brought many changes to our lives, personally and professionally, so it was nice to have a sense of reconnection.

CHAPTER/REGION GOAL

Our Chapter goals involve staying connected and committed to the local chapter. It's taken creativity to work toward this goal. We want to stay connected as a board, to our chapter and to our students.

We had a goal to still give out scholarships- we are pleased to be achieving that goal.

REPORT BACK TO CHAPTER/REGION

Our delegates are responsible for reporting back to the board their findings and takeaways during our monthly board meeting. The board is always excited to hear what new things are going on among the organization and other chapters.

We are grateful for the ideas other chapters share.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are excited to learn the creative ways other chapters have faced the challenges this year so far. Have other chapters successfully held fundraisers? We are anxious to hear about successful virtual events.

Staff note: You can see what events chapters/regions are planning on the NEWH website – under Events/Chapter and Regional Virtual Events. There are a few fundraisers that chapters have had or that are in the works – namely NEWH/New York's NEWH cookbook, NEWH/Atlanta's pet photo contest, and NEWH/Houston's mask design competition.

CINCINNATI REGION

Keisha Byrd, steering committee member

MEMBERSHIP

No new members or updates

PROGRAMMING

Upcoming event Fall Fling- Thursday, October 15; currently 7 sponsors, planning to have each sponsor prepare a cocktail for everyone to taste test and vote for their favorite using Bourbon- sponsor will provide own mixers and specialty ingredients to prepare cocktail

SCHOLARSHIP

NEWH Cincinnati Region scholarships are now open:

Students can apply by mail, email or online:

<https://newh.org/chapter-scholarships/>

Scholarships close November 6, 2020

Students do not need to be a NEWH member to apply however students and full-time educators can apply for FREE NEWH membership.

If you know of a student, please encourage them to apply.

CHAPTER/REGION GOAL

Hosting at least one in-person event under COVID health and safety

standards

Successfully hosted Ax Throwing on July 30

DALLAS

Roger Mathis & Elissa Murry, delegates

chartered August 12, 1991

NO REPORT SUBMITTED

HOUSTON

Leena Nancy & Kristin Kubala, delegates

chartered February 17, 1992

MEMBERSHIP

Currently have a total of 181 members. It's always a goal to up our membership every year. At the end of this if COVID allows, we plan to have a bowling membership drive. (Date TBD) We have sponsorship for \$350 a lane and it comes with space for 7 bowlers and their logo above their lane on the screen. Our focus is to have sponsors invite a mixture of current and potential new members to bowl on their team. We will be provided light bites and giving out awards for the following: Best team score, best team spirit, team with the most new members, and lowest scoring player.

We plan to give about \$5,000 in scholarships this year. Applications have been open for a few weeks and we plan to award the students in the winter.

FUNDRAISING

We currently have a mask design competition in order to raise some funds for next year's scholarship winners. We have Panaz sponsoring and making the masks for the final design winner that will be selected.

CHAPTER/REGION GOAL

Widening our reach out to the students and spreading the word about the scholarship opportunities.

REPORT BACK TO CHAPTER/REGION

Yes, we do. The local board likes hearing different ideas and changes that are being made the better the organization.

PROGRAMMING

No programming events have been scheduled due to COVID except for a membership drive at the end of the year in December. Still TBD based on how the city restrictions are by that time in the year.

SCHOLARSHIP

LAS VEGAS

Sean Tanner & Dawn Larsen-Garner, delegates

chartered March 26, 1991

MEMBERSHIP

Our membership has remained steady during the pandemic

PROGRAMMING

We have been employing virtual events to help maintain a sense of community and have had fairly good results. Our most recent event was an online trivia contest that charged a small fee to join.

FUNDRAISING

We have decided to move our Hospy event to December of 2021. We are still hopeful to have our Glamping event in late May of 2021.

CHAPTER/REGION GOAL

Being a pandemic year, we are trying to maintain our visibility in the community and build excitement for future events when we return to our normal lives.

SCHOLARSHIP

We have awarded 40,000 dollars in scholarships this year.

LOS ANGELES

Melissa Knock, Alison Gasser, & Natasha Gomez, delegates

founded October 1984

MEMBERSHIP

We're currently at 128 general members, 12 education professional members and 42 student members, giving us a total of 263. We currently have 7-chapter level businesses in the LA chapter as well.

outing and event would be

October

10.23 - We're currently planning a Trunk Show where vendors can come out and interact with designers, architects, and procurement teams at a safe and socially-distanced location it's going to be spooky themed with prizes for costumes, best trunk decorations, and candy!

November

We planned to go 'Dark' this month because of BDNY With that being canceled, we don't have something definitive on the books, but we think that a food drive would be great with it being Turkey Day

December

TBD

SCHOLARSHIP

We had 24 students apply in April for scholarships. We awarded \$22,500 in scholarships to 3 winners. We announced the winners through a social media blast, using video from our virtual meeting announcing it to the winners individually. In response to the current challenges in the industry, we have created a mentorship program for the winners and have matched each of them with a designer in

PROGRAMMING

June/July/August

6.17 - SUPER successful kick-off to our Trivia night series where we brought together 40+ designers + vendors throughout the industry to participate in a design-focused Pub Quiz style event

7.22 - ROUND Deux of Trivia night kicked off with teams coming in hot and ready to party. Teams quickly realized - after the first trivia night - that they needed to come prepared with costumes, well thought out team names, and a level of enthusiasm that can only be matched by a small child on a sugar high.

8.19 - This trivia night introduced a great opportunity for us to partner with our vendors in the form of our own version of the 'DAILY DOUBLE'. Brintons was the first partner and the video was received with cheers and laughs by all

September

September was a break month to regroup and plan what the next

the industry. We have set loose guidelines for them to virtually meet with their mentor twice a month. We are hoping to have a socially distanced picnic in the park in December to honor our scholarship winners, connect them in person with their mentors, and host a panel discussion with our TopID winners.

FUNDRAISING

Due to the limitations with social distancing for COVID19 and being mindful of budget cuts, there was not a fundraising event for 2020. We are planning to do a virtual fundraising event for early spring 2021 and possible something else for the fall that would tie into our spring event pending the social situation revolving around COVID.

MID-SOUTH REGION

Courtney Crosby, steering committee chair

chartered July 23, 1991

MEMBERSHIP

Membership is up from the beginning of the year. I expect those numbers to continue to go up as Nashville begins to host more events.

PROGRAMMING

In response to COVID-19, we cancelled our in person hotel tours that were planned for 2020 and launched a new series called "Sip with Style". The event is a virtual Design Tour that is kicked off with a drink/cocktail demo. This series is currently on Zoom, but can also be continued as in person events post-COVID.

Since BDNV was cancelled this year, our Regional Group has decided to host COVID Friendly "Trunk Shows" in both Memphis and Nashville. We will charge a fee for vendors to participate and profits will go to our scholarship fund.

SCHOLARSHIP

Applications are in and the committee is currently reviewing them.

OTHER CHAPTER HIGHLIGHTS

Our Summer Series Trivia on zoom were a blast!

CHAPTER/REGION GOAL

A focus on fundraising was a goal for this year, the pandemic has made this more difficult, but we are optimistic that 2021 will be more successful.

REPORT BACK TO CHAPTER/REGION

Yes, we do and the board is always interested in learning from other chapters' experiences.

Scholarship will be awarded this fall.

OTHER CHAPTER HIGHLIGHTS

Despite the hurdles thrown at us from COVID, our committee has continued to meet regularly via Zoom. Our focus remains to provide scholarships for students and quality programs/education for professionals. Our expansion into Nashville has been slow, yet well received. I look forward to what 2021 holds for that area.

CHAPTER/REGION GOAL

One of our goals set at the beginning of the year was to increase the Visibility of NEWH Midsouth via Social Media. Our Member Monday campaign has done a great job at helping us reach that goal.

REPORT BACK TO CHAPTER/REGION

Yes, I do. Several members were especially appreciative of the support given during these difficult times (membership extensions, career network, etc).

MILANO

Enrico Cleva, chapter president

MEMBERSHIP

Our membership is slowly but constantly growing since we started the chapter. We are now 45 members and after our first very successful event in presence of Oct 1+2, we think the numbers will go up.

PROGRAMMING

It is very hard to start programming a real calendar of events during COVID-19, as weather we are running to a second wave with restrictions probably in place soon. We did our first event in person on Oct 1+2 which has been extremely successful. The organization was very stressful due to the pandemic worsening. We invited group of max 6 people from 4 to 8 pm for the two days, with the presence of 3/4 Board members, with sanitation after every group. The event was in the Atlas Concorde new showroom in central Milan. The occasion is the Milano Design City event.

We have in program a monthly webinar with the UK and Fr chapters: Oct – hospitality trade-shows; Nov – Manufacturers; Dec – Designers. We are brainstorming if to repeat events in presence or work on webinars on a chapter level.

SCHOLARSHIP

We are still waiting for the approval for Prof. Francesco Scullica from the University Politecnico di Milano, to be on the Board and start the activity.

FUNDRAISING

With only one event in person, and with the COVID19 crisis, we haven't started any activity yet.

We are still in an early stage but we will soon try to get

sponsorships for future events in Milan which will probably be held live in accordance to all COVID directives. Already contacted some vendor-sponsors that are interested (and major speakers like Karim Rashid whom we are keeping in the pipeline with other international level Interior designers that can attract sponsors)

OTHER CHAPTER HIGHLIGHTS

At the event of Oct 1+2 we saw a great interest from nonmembers invited to promote the association and the desire of members to be engaged in the future activity. Everyone is waiting to understand our future. Uncertainty is pushing people to create networks and explore new activities and relations, but it will be hard to start any activity related both to fundraising and scholarship without a certain possibility to organize an event in presence.

CHAPTER/REGION GOAL

The main goal is to increase the members mostly involving Hotels, chains or independent, and investors. We have many architects and manufacturers, now we want to grow in other sectors.

REPORT BACK TO CHAPTER/REGION

We have weekly zoom meetings to talk about the association, the goals and the objectives.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

It could be interesting for us to leverage NEWH US connection with big Hotel chains and brands to have their Italian representatives as members of our chapter.

NEW ENGLAND REGION

Kelly Irvolino, steering committee chair

(originally chartered November 4, 1992)

MEMBERSHIP

Steven Rice

PROGRAMMING

Jillian White/Sirena Melton

SCHOLARSHIP

Jessica Williams

FUNDRAISING

Entire Team

OTHER CHAPTER HIGHLIGHTS

Monthly CEU's

CHAPTER/REGION GOAL

To plan a dynamic virtual event, to keep our chapter alive and thriving during this pandemic.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

More feedback/ assistance in events. Our team is great, however need some more motivation to get more actives going.

NEW YORK

Laura Carter & Amanda Tomlinson delegates

chartered July 23, 1991

MEMBERSHIP

We are excited to report that, despite the COVID-19 Pandemic we have seen consistent new member sign-up and activity since March 2020.

The collaboration between Scholarship and Membership in May's Student mentoring event was successful in increasing student membership and NEWH NY awareness. We received positive feedback from students, universities, and volunteers alike and plan to host a second event in December.

We've collaborated with our Social Media group for "Member Monday", which highlights current NY design and board members on our social media platforms. This is another way we felt we could give back to the NY NEWH community while keeping the excitement level up about the benefits of membership.

On September 23 we held our first New Member/potential member virtual coffee chat. This was designed to familiarize new NEWH NY members to all the benefits and happenings in our chapter. We extended to anyone interested in membership as a soft membership drive as well. The event resulted in 2 new members as well as providing insight on all the ways to get involved and promote growth in other areas of NY, outside of the city. We plan to host one every 6 months.

Collaborations with Anita on Top ID also helped to bring in new members over the summer and resulted in 10 TopID applications this year.

Our goal is to support current members and continue to grow membership in these trying times through education and networking.

PROGRAMMING

Toasty Tuesday events remained inclusive and strong by the leadership of Levar Jackson and his committee members (5 committee members strong in 2020) despite "zoom" fatigue. Virtual events are still held monthly on the third Tuesday of every month. The May's event featured a TopID winner Panel. Was a well-attended event. August's was NEWH NY's first virtual tour featuring A TopID winner's designed restaurant, Queensyard with an interview with Michelin starred Chef Bogdan Danila. Moving forward during this COVID-19 crisis is critical to the future of NEWH and programming. We must maintain member engagement that will ensure, upon the resumption of gatherings, successful events. 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 and talk about your work. Please put us in touch with the owner, designer, GM, F&B, etc.!

SCHOLARSHIP

The New York Chapter plans to continue with awarding \$50,000 in Scholarships this year, despite COVID-19. This is a gesture of support to the hospitality community and to the students who will one day work within it. We are in a very fortunate position to have the healthy

account balances required to support this action. Scholarship applications are currently in the process of being received. The awardees will be announced this winter.

This year we also collaborated on a virtual Student Mentorship event in May, as mentioned in the membership update, which was implemented virtually via Zoom with great success. We've received very positive feedback from participants and their schools. This helped to boost visibility with students and also increase student membership numbers. We intend on having another event in December and making this a regular occurrence going forward. Finally, the online CEU program has been incredibly successful for the New York Chapter. This has taken place weekly on Tuesdays at 1 pm via Zoom. There has been great community engagement from chapter members, the local design community, as well as by outside participants who have voiced interest in their own local chapters after participating. We are currently looking at ways to keep this momentum in 2021, as we hope to eventually return to in-person events. We expect that the events will eventually take a hybrid approach of both virtual and events that will be physically attended.

FUNDRAISING

Due to COVID-19, we've had to adjust our fundraising practices significantly. We were not able to plan our typical large fundraising Events – Owner's Roundtable (usually in June and planned around the NYU Real Estate Conference and the HD Awards) or Product Runway (usually in November and planned around the BDNY). To continue to not only raise funds, but to connect/collaborate as a community, John Roberts and his fundraising committee have been working toward the launch of the first edition of the NEWH New York Chapter cookbook.

They have also encouraged the board, and everyone involved to help bolster cookbook sales by posting images/videos of the process from concept to execution on their own social media channels, both individual and company managed. Additionally, there will be submissions from notable chefs in hopes of further increasing sales! Having originally advertised a release date of Winter 2020, they are planning to open pre-sales in October and hope to have the book available to ship prior to the Thanksgiving holiday. It is a great new initiative for us that we are so excited to share. Keep an eye on our chapter website and Instagram for updates!

OTHER CHAPTER HIGHLIGHTS

Marketing: The marketing team has done a great job of ramping up our social media feeds. We have started monthly posts and stories such as Member Spotlight, Student Spotlight, and Board Member Spotlight, and Throw Back Thursday. We work closely with other committees to help support and promote our various events. Not having in-person get-togethers we have become clever in keeping our audience engaged. We have also created graphic templates for

recurring events to keep everything consistent.

Engaged in a strategic mid-year survey to measure our efforts versus membership value.

CHAPTER/REGION GOAL

Working through our business plan now in the age of virtual events – keeping our community and members supported, engaged and connected.

NORTH CAROLINA REGION

Benjamin Wells, steering committee chair

NO REPORT SUBMITTED

NORTH CENTRAL

Valentina Castellon & Korrin Howard, delegates

chartered December 11, 2000

PRESIDENT – TAYLOR HOESLEY

- We have had a tough year with having to cancel events and rethink how we get the members together, but have held a few virtual events as well as in person “trunk shows” that were successful!
- Overall the board is excited to serve another year in their current positions and get back as close to normal as possible.

VICE PRESIDENT – KORRIN HOWARD

- Zen Box actives for students and professionals was sent out!
- September Truck Show was successful
- Team is working on Truck Show of October
- Talking and brainstorming ideas for virtual interaction for other events
- Thinking about 2021 on virtual and in person events

VICE PRESIDENT DEVELOPMENT – CHRISTINA FLUEGEL

- Covid has impacted how and when we have been able to reach out to members and students this year. We are constantly working on how we can still provide value and keep everyone safe. We hope to bring back our regular line up of events and some new ones as well next year.

FUNDRAISING – MONICA COLEMAN

- Reached out to sales reps for sponsorship for our Zen Box competition
- Action items, assist in getting sponsorship for our chapter’s end of the year event.

SCHOLARSHIP – AMY BEHRENDSEN

SCHOLARSHIP – Student Portfolio Review Event

- The Portfolio Review event that had been planned at Fluid Interiors for April 15 was cancelled due to COVID-19. The board decided to replace it with optional, virtual portfolio reviews to be held starting week of April 27. Board members will be paired with students to offer feedback and constructive criticism to portfolio design and layout via Zoom calls. We had budgeted money for awards, but decided as a board to not do prizes this year.
- Portfolio Reviews went well. We only had 3 students interested in doing them virtually. Three professionals were assigned to each student and planned accordingly.

SCHOLARSHIP – Scholarship Awards

- Scholarship submissions were opened in August prior to class starting for Fall semester and deadline was August 31 to allow for presentation of awards at our new event in October.
- Event: In The Spirit, date TBD in December

REPORT BACK TO CHAPTER/REGION

Yes, and often refer back to the Governing Board Meeting notes in the Resources portion of the website.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Collaborating on virtual initiatives and sharing resources with other chapters as we navigate this new normal.

SCHOLARSHIP – Student Speed Mentoring Event

- Our Speed Mentoring Event in 2019 held at Henricksen was very successful, and tentatively planned for 2020 on November 4th. Discussion of a potential headshot opportunity wrapped into this event (or another) is a possibility.
- Because of COVID, we will likely do a virtual speed mentoring event in November. Details need to be planned.

MEMBERSHIP – KIM FAITH

Membership Event

- WE have not had a membership event this year as it is not possible to meet in person
- Membership has joined with programs to create the Covid Committee
- Covid Committee is planning and bringing on line events to our membership.
 - Chapter Chats
 - Trunk show
 - Design Contest- Zen Box

PROGRAMMING – LISA COCHRAN

Q3 Review

- 6/25 – Chapter Chat w/ESG Architects – Topic: Interior Design in 2020 – What’s Next
- 8/20 – Chapter Chat w/Cunningham Group – Topic: The Need for Clean – Don’t Panic
- 9/24 – Royal Foundry Trunk Show (10 vendors, 41 Attendees)

TREASURER- SHELLY ROSETT

- During this time of the pandemic, I have joined a Board sub-committee (Covid committee) and we are working hard to make sure the membership has opportunities to be engaged. So far, we have successfully held 2 Zoom Chapter Chats, possibly a 3rd tbd, an outdoor trunk show, indoor version planned for October, a Zen Box competition, and we are working on the In the Spirit for December. We are finding sponsors willing to contribute.

Budget and Financial Responsibilities

- Make sure our chapter stays on 2020 budget
- Currently on track. Events early 2020 were cancelled due to Covid, and just now are starting to be active. The trunk show event on 9/24 was successful, with sponsors covering costs and netted a small amount (\$700).

NORTHWEST

Kelly Groh & Karen Rains, delegates

chartered March 23, 1995

MEMBERSHIP

While membership outreach has been challenging this year, I am

happy to report that we have been able to maintain and retain our membership numbers for 2020. We may see an uptick in membership applications as we continue to build excitement and

engage our community for our largest event of the year – Savor. That being said, I would expect our overall membership base to remain relatively flat for 2020.

PROGRAMMING

We have successfully had one virtual hotel tour at Sage Lodge. We incorporated the design firms, the ownership group and the purchasing agent. We included a specialty cocktail. This was a free event for members. We are planning a second event in November where we will tour 7 Cedars with Rice Fergus Miller.

SCHOLARSHIP

We're excited that we are able to post our chapter scholarship! This year, we are awarding \$17,000 to select students in the Northwest. We have gathered judges and are receiving applications and expect to award funds to students by Mid-November.

FUNDRAISING

This year our fundraising event will be held virtually in October. We are working on putting together baskets for our members to show appreciation and add value to their membership. We have been able to draw in significantly less dollars while trying to gather sponsorship and few items for auction so we see this as a low cost event that will bring our chapter together as we close out the year.

ORANGE COUNTY REGION

Jessica Wasmer Northover, steering committee chair

MEMBERSHIP

As a reminder on 4/8/20, Diane Federwitz issued the following email:

NEWH has made the decision to extend membership for 6 months for those members who had a membership due date in March who haven't yet renewed. We have sent the below email to those members to let them know.

We will revisit this practice over the next couple of months, on a month-to-month basis, as we see how our industry comes out of our current situation. NEWH, Inc. will still continue to email reminders to those whose dues are upcoming as usual (we send 3 reminders prior to changing a member over to past member) – however, dues reports will not be sent to chapter/regional boards for the next few months as we don't feel it's appropriate for board members to continue to contact those who haven't renewed.

OC Roster total membership count

On a positive note we have seen membership steadily (albeit in small increments) rising. Nice to see it going up and not down.

MAY – 92	AUG – 98
JUNE – 94	SEPT – 100
JULY – 97	

*Our average membership total pre Covid was typically +/- 119. So we still have a way to go to return to those levels.

We welcomed 2 new Student members in Sept:

Sept 1 – Thi Vuong – Orange Coast College
Sept 21 – Qi Wu – Fullerton College

PROGRAMMING

We have not had any in person events this quarter due to Covid. As we navigate these uncharted waters we are staying connected to our members and sponsors through our new newsletter. We hope to have our Top ID event in person soon but we do have a backup option if in person cannot happen. As a backup, Board members will deliver awards and celebrate with the winners in mid-late October. We are highlighting our two winners in our newsletter with two page spreads for each.

We will hopefully have an in person Scholarship meeting in

OTHER CHAPTER HIGHLIGHTS

Our Diversity Committee is meeting bi-weekly and making great strides. There is a book club beginning soon as well as ideas floating around about how we can begin to foster more opportunity and create more educational components to our programming.

CHAPTER/REGION GOAL

Our chapter set many goals this year that did not come to fruition due to Covid. What we did do though was realize that we really can create virtual events and content successfully which has been a really great way to include everyone from every area of our vast territory.

REPORT BACK TO CHAPTER/REGION

Yes, and actually this year I was able to bring back an idea from the last IBOD meeting for a virtual mentorship event. We were able to do our own version of the event by giving the opportunity for one on one mock interviews and portfolio reviews that ended in a Q&A with all of the designers. We had designers and principles from the top firms in the area. Both the students and mentors loved it and we plan to do this twice per year moving forward. I think the IBOD meeting is a great way to connect and share ideas.

September 9, 2008

December if we can. Otherwise we will come up with an alternate plan.

SCHOLARSHIP

The application process opened on 9/14/20 and will close on 10/16/20. This year, 2 flyers were sent out in advance to alert our membership, students, and schools about the upcoming scholarships. We will be awarding two \$3700 scholarships this year. Judging will be complete by October 31 and winners will be notified during the first week of November. Our committee will coordinate with programming to develop video and other content for this year's virtual awards.

OTHER CHAPTER HIGHLIGHTS

The next newsletter will be published in October this year. It will be ready for distribution via INC by the end of September and will feature this year's TOP ID winners. We will publish one more at the end of the year highlighting our scholarship winners.

We had our first Zoom Design Your Future ~ Design Your World presentation on Aug 27th at 3:00 pm to a group of very ambitious, talented and high achieving South Gate high school students who are also on the girls' softball team. This was facilitated by a retired principal for LAUSD who volunteers to coach the girls' softball team. 7 students participated and at the end we had several questions from 3 of the participants. The one bit of feedback we received was that the students felt informed and valued.

We quickly learned our presentation was far too long. We cut from 55 min to 30 min leaving more time for discussion. Christine sent Sonya and I the SMART Goals packet that NEWH uses on the national level. We dove into that process and now we have completed the first draft of our SMART Goals. We created a Virtual Invite per the attachment. We have our refined presentation and we have written questions for during the presentation and exit questions for wrap up. Sonya and I have a Zoom meeting scheduled with Christine on 9/30 to review our progress to date and next steps. We are looking forward to Christine's insight and feedback as we look to expand our outreach efforts. Unfortunately, Covid prevents in person meetings but that will not deter us.

This journey is truly a labor of love. And as Sonya and I often say

we have just scratched the surface but we are definitely on our way. We want to help move the needle in some way and promote our industry and the great networking opportunities that NEWH can provide to young POC. Remembering our history of why NEWH was started back in 1984, this movement continues to honor our legacy. Chris Tucker put it so aptly, "As an organization, our members will not stay silent. Nor shall NEWH".

UPDATE ON DIVERSITY & INCLUSIVITY INITIATIVE

In June a trifecta of emails went out to all our membership in response to BLM postings on our NEWH social media platforms first from Chris Tucker then Sheila Lohmiller and then a response

and a commitment of support from Chris Tucker. After bringing up this understandably sensitive subject in one of our last board meetings, I felt compelled to a call for action. And thus was born an initiative to reach out to underserved POC high school students to expose them to the many facets of our industry as viable and rewarding career options. Opportunities that they perhaps had never considered most likely due to lack of exposure and awareness. Sonya and I joined forces and have been working, building, creating and exploring steadily since to create a platform that could speak to these students through our own experiences and challenges within our respective careers.

PARIS

Gwendoline Theodet, chapter president

MEMBERSHIP

Too few members (18)

Our number 1 goal is to raise the number of members.

PROGRAMMING

Before confinement, we organized a tour in a Parisian hotel (Sofitel Scribe) along with a lunch funded by NEWH, Inc. that launched a great dynamic and raised great interest.

In partnership with London and Milan Chapters, a series of 4 webinars has been set up for this Fall. The topic is "How is the European hospitality world going to change with the pandemic?" The first one was on September 24th with a panel of hoteliers. The October session will host Hospitality Trade Show organizers; November manufacturers and December designers.

A few lunches have been organised despite the current Covid restrictions. The aim is to invite potential members to join board members at the lunch and raise interest.

SCHOLARSHIP

We are working on establishing a list of schools we would like to include in the scholarship program.

The plan is to get to meet some of the selected schools to better understand how NEWH Paris can help

OTHER CHAPTER HIGHLIGHTS

Board set up in March with a nice dynamic that has been slowed down with the lockdown.

Very sympathetic lunches organised and a series of webinar in coordination with Milan and London Chapter.

Unfortunately, we had to cancel our March event (private tour of Christo's exhibition) where we had lots of Accor employees registered (18) and our plans around Equip'Hotel and Maison & Objet.

Scribe Luncheon organized with NEWH, Inc. was a great success and helped

Instagram account set up and active.

CHAPTER/REGION GOAL

Grow the chapter and recruit more members. We need to organise more events despite the restrictions.

Growing the European collaboration will be a powerful tool to grow the chapter.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We would need help with mentoring as all board members are new with NEWH and would need guidance on their respective role.

PITTSBURGH REGION

Julie Zanella, steering committee chair

NO REPORT SUBMITTED

ROCKY MOUNTAIN

Nicole Brindle, president

MEMBERSHIP

1. CEU's

- a. In light of the quarantine, our chapter really tried to come up with ways to engage our members and also to help all of the reps out there who now were not able to get their products in front of designers. CEU's were a great solution for everyone. Reps were able to get their product to a large number of designers, designers were able to still be informed of new items and updates, and designers who may have been furloughed had a way to stay connected and engaged. Each event was approximately 10-15 people. We had attendance from several different chapters as well. We really relied heavily on this format of programming this year and feel that it was very successful for keeping our membership engaged. We had CEU's once for twice a week as the popularity ramped up.

2. Buddy Program

- a. We have discontinued our buddy program for 2020. We did not get the response that we had hoped from members, and we

chartered December 2, 1991

found that board members were not keeping up on their reach-outs. We may revisit in the future but for now we will keep on hold.

3. Member Outreach

- a. When COVID first hit, we had our Membership Director and Hospitality chair personally reach out to all our members, via text, or email just to check in and see how they were doing. Many members did not reply but the ones who did seemed to be very appreciative that we had reached out to them individually.
- b. In April, our board members each recorded a little snippet to send to our base, telling them that we are all in this together. This was received very well. The YouTube link can be found here: <https://www.youtube.com/watch?v=chMF7wO9GGg>
- c. In September, we sent out a Membership Survey to our base and we received about 40 responses which I believe is our most taken survey to date. We discovered that a third of people who took the survey are ready to have some smaller in-person events, and another third are only comfortable attending events

when there is a vaccine for COVID. This gives us an idea of what our 2021 programming should look like.

PROGRAMMING

1. Virtual Culinary Program

- a. To substitute for a summer programming event, we held a virtual cooking event via Zoom. We leveraged our existing relationship with MSU and asked the head chef of the culinary program to host our event. He provided a great video clip giving people a preview of what to expect. He also provided a menu, and wine pairing for a step-by-step class on how to prepare the 3 course meal.
- b. We used annual sponsor funds to provide \$50 groceries for the first 30 local members who signed up.
- c. The link to Chef Lambs intro video can be found here: <https://www.youtube.com/watch?v=cfCINvPUcLI>

2. August- Virtual Awards Event

- a. We had started off the year strong with planning our chapter's first formal event and made a lot of progress and press around that. However, shortly after announcing the event on social media, COVID hit and we had to reconsider. We put the event on hold hoping that the fall would allow us to pick up the event again so we can hold it in person. Ultimately we decided to try our hand at a virtual event and it was really successful! Our program was in August. We created a customized zoom background for everyone so that all attendees can put it on and we would feel like we were in the same room. We let our TOP ID firms give a presentation which brought in the high profile designers from their firms. The scholarship winners were given a few minutes to speak as well and we played our scholarship winner's video. Overall the event was a success. The raffle brought in a lot of attendees (Approx. 60 total). Each raffle item was sponsored by the annual sponsor's funds and was a way to try to support our local hospitality industry.
- b. Our event was free, but a small donation to the scholarship fund was suggested.
- c. We received \$433 in donations from the event.
- d. Here is the link to our scholarship recipients video: <https://www.youtube.com/watch?v=Xnn3hLQ1iKI>

3. October- Virtual Student Mentoring Event

- a. In October we had our student virtual mentoring event. We had 26 students (22 Interior designers, 4 hospitality management, 0 culinary) and 15 mentors confirmed. The virtual format worked well given the circumstances. We had a bit of trouble reaching hospitality management and culinary students even though we had some really well known culinary chefs and caterers. We hope that next year with our increase of student liaisons that we can improve our outreach to those students as well.

4. Virtual WELL Futurecast

- a. In late October, 2020 we will host a virtual Well Futurecast. The topic is "Designing during a pandemic." The event will feature two speakers, a designer who is WELL AP Certified, and an expert from Ecolab who will discuss COVID19 from a broader perspective. We will also feature two vendors that we feel are producing new and innovative products to keep people and the spaces we occupy healthy during a pandemic.
- b. Our mission is to arm designers with the most up-to-date knowledge on products, and to make people more well informed patrons.
- c. We are asking sponsors to donate "wellness" items and will create a nice self-care gift basket to deliver to the first 30 local sign ups.
- d. Registration is free for members, \$15 for non-members

5. Virtual Hotel Tour

- a. Our last event of the year will be a virtual hotel tour! The

designer has filmed a walkthrough of the space, and during the event she will be able to tell our attendees the story behind the space.

- b. We will be gathering sponsors to deliver a cocktail kit to attendees so they can feel like they are enjoying the event together.

SCHOLARSHIP

1. Our board awarded \$15,000 in scholarships this year. We interviewed and awarded the top 4 most deserving candidates identified through a detailed application review process. Due to COVID, we will award up to \$10,000 for the 2021 year.
2. This year, due to COVID restrictions, we held our interviews via Zoom instead of in person. I feel that committee members were still invested, and had a chance to get to know the candidates. The Zoom platform did not feel quite as intimate but was still a moving portion of the process. Students were still able to use the interview as a platform to tell their story, and it gave us an opportunity to ask questions. What we would change for next year is to record the interviews for later reference & marketing purposes, and have a list of questions for the interviewers to draw from, such as "if you're awarded the scholarship, how will you give back to NEWH"
3. Rocky Mountain Chapter 2020 Scholarship Schedule:
 - a. Scholarship Applications Released November, 06 2019
 - b. Feb 02, 2020: Deadline for submissions
 - c. March 22, 2020: Scholarship interviews conducted via Zoom
 - d. April 15, 2020: Notify applicants and winning recipients
 - e. August 14, 2020: Scholarship Event (Zoom Virtual Awards)
4. Rocky Mountain Chapter 2021 Scholarship Schedule:
 - a. Scholarship Applications Released: October, 01 2020
 - b. January 01, 2021: Deadline for Submissions
 - c. Early February: Conduct Interviews via Zoom
 - d. Late February: Notify Winners
 - e. April (tentative): Awards Event - Virtual or in person TBD
5. We have adjusted our scholarship timeline this year to get a jump on things, we feel that more students will apply and it will be more convenient for the students and our board.
6. In 2019, one of our Scholarship recipients joined our board as scholarship Director. All four of our 2020 scholarship recipients are joining our board next year, 3 will be student liaisons, and one will be joining our newly formed Graphics committee. This has been and continues to be our best source of recruitment for this role.

FUNDRAISING

1. Our Annual Sponsorship Menu has continued to be a very powerful tool for our chapter. It has proven to be a significant contribution both financially, and in terms of keeping our sponsors involved throughout the year. We have continued to refine the package based on the feedback we've received.
2. We have refined efforts around dedicated sponsorship outreach with increased and more personalized touch points for our Annual Sponsors throughout the year.
3. For 2020 we added a new sponsorship level "The Supporting Sponsorship" dedicated to design and hospitality related firms however, it did not gain much traction. The perks we included were things like social media take-overs, membership entry costs for all employees, and logo on all signage. We found that this new level was confusing to manufacturers. We may modify the package to be more of a lower level sponsorship for manufacturers and companies looking for just the advertising perks.
4. Since the onset of Covid, we've had to be very nimble and switch all events to Virtual events, as have other chapters. It was difficult honoring all the promises we made our annual sponsors, so we pivoted to use those funds to provide things like groceries for

- members who attended our cooking event, and prizes for our awards event that directly support the Hospitality industry. Our annual sponsors seemed to be very happy with this.
- For 2020, we did not focus on raising funds but rather covering the costs of events, and finding creative ways to honor our Annual Sponsors contribution. We have used exactly half of our funds raised through annual sponsors for the year.
 - For 2021, we have decided to roll over our 2020 Annual Sponsors and give them advertising perks throughout the year. We will use any remaining funds for upcoming virtual events. We have decided to forgo the early launch of a 2021 sponsorship menu and will revisit the idea in the spring when we have a better idea on how the year will go, our hope is that we can hold some in-person events and we will either release a sponsorship menu at that time or go after sponsorships for each individual event.

OTHER CHAPTER HIGHLIGHTS

- We are expanding our marketing team for 2021, and bringing a few students on as graphics committee members who will help us create graphics and post to social media as needed.
- We have been fortunate to have a Student Representative on the Board for 2020 who is an incredible advocate and strong voice in driving student interest and involvement. For 2021 we will have four Student Representatives (3 are past scholarship recipients). We are very excited to get them involved early on and see what ideas they have on how we can better connect with students!

SAN FRANCISCO BAY AREA

Johanna Malen, delegate

MEMBERSHIP

Roster info – April 2020

Associate – 29	Chptr Level Bus. Top Tier – 1
Business Plus Courtesy – 1	Corp. Partner Courtesy – 10
Chapter Bus. Courtesy – 28	Educational Partners – 12
Chapter Business Member – 15	General – 100
Chapter Level Business – 11	Student – 60

Grand Total: 267

PROGRAMMING

- June 16 – State of Hospitality Event – JLL presentation + panel discussion w hospitality leaders. Great turn out and great discussion.
- June 23 – Student Event – well attended.
- August 18 – Letters Against Isolation – demonstrations on how to "craft" letters or postcards to seniors that cannot get out of their facilities during this time.
- October 2 – zoom "gala" previously our fundraiser now turned into a programming event to honor our 2020 TopID and our scholarship winners from 2019.

SCHOLARSHIP

SOUTH CAROLINA REGION

Teri Schell, Steering Committee Chair Elect

MEMBERSHIP

Our membership has continued to increase steadily through this year. We have 42 members with an increase in student membership. Our membership chair has done a great job of reaching out to the colleges and universities with design, hospitality, resort and culinary management programs.

PROGRAMMING

As with other regions and chapters our programming has been impacted by the restrictions we face as a result of COVID. However, we have been able to host or co-host 2 virtual events. Both were by

- For the second year in a row, we have generated a ton of interest in joining the board, and we are proud to say that we are shaping up to have a full roster! We were feeling uncertain about board succession in years past, but we feel we really have a great group of people that we hope will grow into different leadership positions on the board. We believe this is a result of the hard work the last few generations of board members have put in, tweaking programming events to the needs of our members (which has also allowed us to award more in scholarships) and increasing our social media presence.
- Moving forward in 2021, the landscape is uncertain but we hope to have a combination of virtual and perhaps smaller in-person events. We are more prepared than ever to be flexible and shift directions as needed. We feel that 2020 was a test of our strength and perseverance as a board and we feel we have been quite successful.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP:

Fundraising during COVID. How are other chapters approaching this regarding entry fees, annual sponsorship menus, and sponsorships per each event.

Staff note: There are a few fundraisers that chapters have had or that are in the works – namely NEWH/New York's NEWH cookbook, NEWH/Atlanta's pet photo contest, and NEWH/Houston's mask design competition. You can see what events chapters/regions are planning on the NEWH website – under Events/Chapter and Regional Virtual Events.

chartered June 1, 2010

2019 Scholarship winners created a video to be shown at our Oct 2nd "gala"

Good turnout for student event – providing info about our scholarship process and hearing from past recipients.

FUNDRAISING

Gala is now a virtual programming event 10/2/2020

We did solicit donations and will continue to do so the night of the event.

OTHER CHAPTER HIGHLIGHTS

Kiko Singh rejoined our board and will be taking on the Presidency next year.

CHAPTER/REGION GOAL

Build up our board with new directors / volunteers.

Elevate social media marketing. Haley and Liz have done an amazing job.

REPORT BACK TO CHAPTER/REGION

Yes. Generally, at a board meeting.

fabric companies. One featured the inspiration for fabric design and the other shared trends in design and in fabric.

We also held an in-person Show and Tell event featuring 7 NEWH member sales reps. The event took place in an outdoor venue where social distancing and safe practices were observed. In addition to NEWH members we were pleased to welcome non-members and share the benefits of NEWH membership. This event was an opportunity to network as well as share new product introductions for members and non-members alike.

As of this writing our 2nd annual Pumpkin Decorating Contest fundraiser is kicking off. This is a virtual event we hope to see grow in

popularity over time. At no expense to our region, this is a 100% profit making event with net proceeds going to our scholarship fund. We are in planning for a virtual CEU presentation later in December on specifying casegoods. Our Turkey Bowl has been suspended for this year as a result of COVID.

SCHOLARSHIP

Our scholarship entry period began in September and applications are slowing coming in. We will be awarding a \$2500 scholarship in December.

FUNDRAISING

Our Pumpkin Decorating contest is the only fund-raiser we have had this year.

OTHER CHAPTER HIGHLIGHTS

Our Celebrity Chef competition committee has regrouped and rescheduled the Celebrity Chef competition for 2/23/23.

CHAPTER/REGION GOAL

SOUTH FLORIDA

Gabe Rodriguez & Anastasia Davis, delegates

chartered October 2, 2003

MEMBERSHIP

New Members have trickled in direct relationship to the Golden Palm Award Design Submissions + opportunities for vendors to be highlighted with the CEU events. Marial will be leaving her Membership Director role at the end of this cycle. Our new Membership Director for 2021 will be Eric Fernandez from C2C Designs. He is excited to take on the role + has committed to setting up a Take Over Tuesday event on Instagram possibly twice a month to showcase top level memberships, top ID Award recipients, + possibly Golden Palm Award winners' TBD pending board planning.

PROGRAMMING

- Virtual Hotel Tours were successful events; they move much quicker than anticipated when LIVE + the virtual community platform had a learning curve. Our president was an instrumental leader in confirming locations + working with the property to host giveaways along with highlighting aspects of the food + beverage aspects in combination with the design to support newly opened hotels in midst of the pandemic.
- CEU programming currently 3 x month – which is a significant amount of work back and forth with vendors to coordinate the details + create graphics. However, it has provided an opportunity to highlight a great benefit for our manufacturer membership. Something to explore revisiting in 2021 to possibly restructure for a once a month event with 2 vendors back to back over lunch or possibly hosting an in-person event such as Summer School as COVID restrictions lighten up.
- Take Over Tuesdays – successful events recapped in Instagram highlights. Again, a significant amount of work to host once a month, lots of back + forth coordination with multiple parties. It's something to look at + consider for next year's planning. As of September 2019 this type of programming has been put on hold until 2021 to focus on the Golden Palm Awards.
- Community Service Chair has organized a Food Drive in November + Toy Drive in December as a One Design event collaborating with IIDA to show love in a hard year to those in need to give back.
- Additional programs below within chapter highlights section.

SCHOLARSHIP

- \$30K to be Awarded at the Golden Palms Hospitality Excellence Awards October 16, 2020

Our goal at the beginning of 2020 was to increase our student membership and awareness of NEWH in the region. Thru outreach to the local design, hospitality, resort and culinary programs we have made successful inroads in the student community.

REPORT BACK TO CHAPTER/REGION

Yes, the feedback is always positive. As the November meeting is virtual, several steering committee members are looking forward to attending and taking part in the breakout sessions.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Fundraising ideas during a pandemic! :).

Staff note: There are a few fundraisers that chapters have had or that are in the works – namely NEWH/New York's NEWH cookbook, NEWH/Atlanta's pet photo contest, and NEWH/Houston's mask design competition. You can see what events chapters/regions are planning on the NEWH website – under Events/Chapter and Regional Virtual Events.

- 19 Scholarship Applications, 3 Schools:
Florida International University
Lynn University
Broward College / FAU

- Winners –
 - \$10k – Gabriela Mesquita – FIU – Interior Design
 - \$7,500 – Christian Beltran – FIU – Hospitality Management
 - \$5k – Amalia Morejon – FIU – Interior Design
 - \$3,750 – Angela Gonzalez Alonso – FIU – Interior Architecture
 - \$3,750 – Karina Crespo – FIU – Hospitality Management

FUNDRAISING

- Due to industry hits + budgets, the initial goal of fundraising for the Golden Palms fell short. However, the CarFlix location has offered the opportunity to allot the deposit to host the event anytime in 2021. And the vendors who provided funds towards the event have been given special opportunities to be highlighted at the upcoming event October 16th as they took a leap of faith in supporting our chapter in midst of a pandemic. In addition, our chapter has offered vendors to have slides within the semi-live award show differentiating between member + non-member slides to show benefit of membership.
- Annual Bowling Event was canceled in 2020, open to explore hosting in 2021 – it's a low cost event with high ROI.

OTHER CHAPTER HIGHLIGHTS

- Interview with Scholarship Winner Chef Ashten Garrett was a new event for the chapter, quite successful to host a live Q+A to highlight the culinary aspects of our industry. We look forward to programming more events of this style to highlight the back of the house.
- TOPID Award Panel Discussion with Glenn Hausmann in June provided an opportunity for our chapter to receive a national spotlight to showcase principals of the design firms
- Combining the Golden Palm Awards + Top ID Awards into one event as the Golden Palm Hospitality Excellence Awards – this will be a first for our chapter.

CHAPTER/REGION GOAL

- Our goal was to structure the board to follow the guidelines recently reviewed in training Fall 2019 set by Inc. with a formal board planning meeting hosted at the beginning of the year and one to follow in Sept for the following year.
- We did have our Planning meeting in Jan 2020 but we have yet to

have one for the 2021 due to the current Pandemic.

- We also had a lot of board members fall off due to personal reasons which had us working skinny.

REPORT BACK TO CHAPTER/REGION

I do report back to the back to the BOD and feel that at the beginning of the year everyone was really excited but due to the pandemic everything has changed. Participation has really gone down overall.

SUNSHINE

Chris Schafer & Shana McCullough-Downing, delegates

chartered September 1, 1996

MEMBERSHIP

Current Updates on Membership: 14 Associate Members, 1 Business Plus Courtesy Member, 39 Chapter Business Courtesy members, 25 Chapter Business Members, 17 Chapter Level Business, 1 Chapter Level Top Tier, 17 Corporate Partner Courtesy Members, 6 Education Professionals, 89 General Members, 1 Green Voice business Member, 2 Green Voice Courtesy Member, 11 Honorary Members, 1 Retired Member, 22 Student Members.
Grand Total 248

PROGRAMMING

Currently we have little on the books for future events; we don't want to schedule a sundowner until we know we are able to have people attend safely. We had virtual sundowners and virtual CEUs. Currently we have the following events scheduled for the rest of this year- Zoom Mansion Tour in October, Top ID Award Presentations and DASH for November 18 and Drive Thru Toy Drive on December 2.

SCHOLARSHIP

We had 28 candidates that submitted applications. Scholarships in the total amount of \$25,000 were awarded to 5 students with a mixture of interior design and hotel management. There were four different colleges and universities that represented the 5 recipients. A virtual presentation was done to share the news with all five winners on the call which added to excitement.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

I do feel that additional training needs to happen as only 2-3 board members are existing and the majority are going to be new.

Staff note: There will be mandatory training calls held for all voting positions in November-December – stay tuned for details!

FUNDRAISING

No fundraising event scheduled for rest of 2020. We currently still have our June bowling event scheduled for 2021. Our second fundraiser 25th Anniversary Gala for fall of 2021.

CHAPTER/REGION GOAL

We are going to change our original goals to adapt to current times and say that we are going to maintain our membership numbers throughout this pandemic. We will do that by keeping active as a group and showing the value of membership even from a distance.

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. We also attach the link to the IBOD Report on the meeting minutes with any notes to highlight.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We feel that with all of the current obstacles we are adapting and moving forward as best we can. We will revisit any challenges we face and ask for assistance as they arise.

TORONTO

Demi Melissinou & Tara Witt, delegates

chartered November 18, 2004

MEMBERSHIP

For August 2020 our Membership grand total was 167:

• Associate – 9	• Education Professional – 11
• Bus. Plus Courtesy Member – 2	• General – 46
• Chapter Bus. Ctsy Member – 30	• Honorary – 3
• Chapter Business Member – 6	• Green Voice Ctsy Member – 1
• Chapter Level Business – 16	• Legacy member – 1
• Corp. Partner Courtesy Member – 4	• Student – 38

PROGRAMMING

We are planning all our events to be virtual until at least our next IBOD meeting.

In the following months we have planned a cider tasting event (early fall), a pumpkin carving competition (end of October), a scholarship awards event (end of November) and a fundraiser event for December. A virtual Top ID awards event will take place in February, but details are still to be defined.

SCHOLARSHIP

Our scholarship director Terryl Nielson reached out to all the schools and we have a now a group of good applicants. Their applications will be reviewed by a committee of three members from our board in the beginning of October.

Our virtual scholarship awards event will be held on Tuesday November 24th at 6:00pm. The event is still in the works but the

plan is to ask the winners/applicants to provide a 30 second video which we will present during the event and have a panel of professionals from our industry to mentor them.

Also, we will be reaching out to students to inform them of NEWH's "WE WILL SURVIVE" series.

FUNDRAISING

We are planning a fundraiser event for the holiday season. It will be a Gingerbread house competition. A local bakery will produce a gingerbread kit based on the cut out shapes we will be giving them. The kit will then be mailed to all the participants who will have as an aim to build, together with their team members, a gingerbread hotel. In our effort to highlight this event, photos of the "Hotels" will be submitted and uploaded on our social media platforms.

OTHER CHAPTER HIGHLIGHTS

During summer four events were held. Two were of virtual mixology sessions where a barman of a famous downtown Toronto wine-bar was hired by a sponsor and he guided us to create specific cocktails. The other two events, were round table discussions where senior leaders from Canadian Hotel brands and owners of Hotels discussed the current market conditions and how they adapted their business and what operations may look like post Covid-19.

Last, a social media campaign started in spring and continued until the beginning of summer where members of our chapter were asked to choose to answer one of three questions related to the

Covid-19 era we are living in and their answer was posted on the social media together with their photo.

CHAPTER/REGION GOAL

Our goal for the following months is to find ways to keep our chapter members engaged by communicating to them what NEWH has to offer during these difficult times.

Also, with a new marketing director this year on board, we are aiming to have a bigger social media exposure and show our members on a regular basis that we are still present.

REPORT BACK TO CHAPTER/REGION

After the Chapters zoom meetings, I report back to our board all the

highlights, all the events that other chapters have organized which sounded interesting and all the news from NEWH INC. These days, as our communication with other chapters is more frequent, it's great that information around the planning of events is shared in such length and therefore it is easier for our chapter to get inspired and plan our own.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

The biggest challenge is to keep our members engaged virtually now that most people of our industry have been on virtual meetings almost every day for the past seven months and sometimes feel "burnt-out". So, any help in this department is welcomed.

UNITED KINGDOM

Caroline Cundall, president

chartered June 12, 2002

MEMBERSHIP

Despite current circumstances we have kept our membership numbers static throughout the year and even had a few new members join in recent months. Whilst our goal was to increase to 200 the fact that we remain close to our previous numbers is impressive and a reflection of keeping our members connected and engaged.

We continue to have a diverse membership made up of suppliers, designers, hoteliers, purchasing agents, and students along with publishers, editors and curators. This is reflected in our webinar events which are attracting more people from different areas of the industry.

Kevin Swart (Northern Lights) continues to take care of our membership along with support from Amber Hunter-Love.

PROGRAMMING

We started the year off with two very popular events; a hotel tour in January and our TopID event in February. Since then we have been working hard at keeping monthly events happening on-line so that our members are still engaged.

We have had great success with Webinars, combining them with the Paris and Milan chapters to reach out to a wider European audience. We also joined forces with the BCFA on a webinar recently – we find that collaboration in these testing times is beneficial for everyone. Our webinars have featured panels of well-known faces from the hospitality industry and we keep the discussions on a positive level.

For member's events we had a Virtual Sunset Yoga event in May followed by a Virtual Dance Class in June. For the last Tuesday of the month we hold a Virtual Tuesday Social for members to drop in on Zoom for a catch up and chat with a glass of wine. The Tuesday Socials are given a theme as an excuse for optional fancy dress and to open up the discussion – the themes have been as diverse as Holidays, Magic and the 1980s. Although these events are often small it does mean that we are regularly advertising events on email and social media which keeps our members reminded of NEWH.

Our main Round Table and Fundraiser Event has been postponed for a year to June 2021 – this was already booked and the planned hotel is happy to move the event to next year. We have put down a considerable financial deposit for this event so we do not want to cancel.

Alison Kells keeps an eye on our events along with Kathryn Quinn overseeing the marketing. Alicia Sheber is now our Marketing Director. Sophie Green, Alicia Sheber, Can Faik and Jon Bond have added invaluable help with preparing invitations and press releases in recent months.

SCHOLARSHIP

Unfortunately, with the COVID issues we were unable to go ahead with our Scholarships this year. Although we had considered doing virtual judging it proved too difficult to organise. Many of the students were struggling with changes to their own curriculum and, more worryingly,

some of our main contacts at the Colleges were furloughed.

We instead decided to concentrate on improving our student network. We have been reaching out to our previous student winners to help us and Karolina Januskaite has stepped up to be our Student Relations Director to coordinate this. The expansion of the European Chapters has highlighted to the team the importance of expansion closer to home too, and we have started the process of reaching out to Universities across the whole of the UK – not just London.

Libby Bull is still overseeing all things Scholarship. Along with Karolina she is helped by Annette Culhane who is working with the students on social media. We have also established a new Diversity Director; Jonathon Wilkins has been involved with the regular NEWH Inc. Diversity meetings and is keeping us informed.

FUNDRAISING

With all our events now on-line it has been difficult to do much fundraising this year. We have included an optional "donations" button with a few of our events but have decided that this year it is more important to concentrate on promoting NEWH and we are offering our on-line events for free. With the Webinars we have not restricted the events to members only but have opened them up so that anyone interested can attend.

Our Annual Fundraiser has now been postponed to June 2021, assuming that by next June we will be able to socialise again. The location will be the Bloomsbury Hotel which has more space than the location used last year. We are still planning on holding our Round Table event in the afternoon with our Scholarship presentation and networking following it that evening. After experiencing success and response from the student panel at the Miami conference in 2019, and to keep things fresh for returning loyal attendees, we are looking at adding a panel sector into our annual fundraiser.

Hannah Rogers continues her great work as Director for Fundraising where she has already established many good contacts.

OTHER CHAPTER HIGHLIGHTS

We are very excited about being involved with the Paris and Milan chapters on the Webinars. We are hoping to get some crossover between our memberships as it is likely that (when "normal" returns) our members will visit Paris and Milan occasionally and vice versa.

CHAPTER/REGION GOAL

One of our goals this year is to increase our corporate sponsors – although we haven't been able to do many events with sponsorship we are still working on relationships with the right people for future events. We have discussed working with BCFA on a common goal of awareness for both our networking businesses and we held a Webinar in June combining NEWH and BCFA that was well received.

REPORT BACK TO CHAPTER/REGION

The regular Chapter Connect Zoom meetings are very helpful and a great chance to get feedback from other chapters. Despite being apart, Zoom has actually made us all closer.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are keen to get some admin jobs completed this year. One of the items we have looked at is making sure that the mail list at NEWH Inc. is

current and we have already assessed the duplicated errors but please send through the whole mail list so that we can assess it properly.

We have 2 new board members joining us for 2021 along with a few board position changes and it would be good to do a board training session soon.

VANCOUVER REGIONAL

James Adamson, steering committee chair

NO REPORT SUBMITTED

WASHINGTON DC METROPOLITAN

Leslie Anderson & Timi Mustapha, delegates

chartered November 6, 1992

NO REPORT SUBMITTED

ADDENDA

MOTION TO APPROVE MINUTES

Date: November 5, 2020

Motion Number: 1

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

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

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

Date: November 5, 2020

Motion Number: 2

I, Cynthia Guthrie, move to add the position of Vice President/Equity, Inclusion & Diversity (EID) to the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

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

Date: November 5, 2020

Motion Number: 3

I, Cynthia Guthrie, move to add the position of Director/ Equity, Inclusion & Diversity (EID) to the NEWH, Inc. Board of Directors.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

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

Date: November 5, 2020

Motion Number: 5

I, Chris Tucker, move to add the position of Vice President/Communications to the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO FILL THE DIRECTOR/CONTINUING EDUCATION POSITION ON THE NEWH, INC. BOARD OF DIRECTORS

Date: November 5, 2020

Motion Number: 4

I, Christine Wasmer, move to appoint Barbara Bradley to the position of Director/Continuing Education to the NEWH, Inc. Board of Directors that was vacated by Mary Ann Thornam.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO FILL THE VICE PRESIDENT/COMMUNICATIONS POSITION ON THE NEWH, INC. BOARD OF DIRECTORS

Date: November 5, 2020

Motion Number: 6

I, Chris Tucker, move to appoint Helen Reed to the position of Vice President/Communications to the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO FILL THE VP/ EQUITY, INCLUSION & DIVERSITY (EID) POSITION ON THE NEWH, INC. BOARD OF DIRECTORS

Date: November 5, 2020

Motion Number: 7

I, Cynthia Guthrie, move to appoint Lanee Burns to the position of Vice President/ Equity, Inclusion & Diversity (EID) to the NEWH, Inc. Board of Directors.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ Carried: Defeated:

MOTION TO ADJOURN

Date: November 5, 2020

Motion Number: 9

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

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: _____ NAY: _____ ABSTENTION: _____ 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

NEWH CODE OF ETHICS

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

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

Leadership

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

Rights

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

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

Responsibilities

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

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

They Will Not

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

NEWH Board Code of Ethics

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

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

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

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

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

House of Delegates

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

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

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

Board of Directors

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

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

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

consecutive terms on the Board of Directors.

Executive Committee

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

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

NEWH, Inc. Officers are elected bi-annually from the current Executive Committee and seated Board of Directors. To be eligible to hold a position on the Executive Committee, the person must 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.

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 – 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 – 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 BDNV 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 – 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!)

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>General Resources</u></p> <ul style="list-style-type: none"> The Structure of your Board of Directors Chapter Organization Chart Chapter Board Member Job Descriptions Chapter Business Plan Template Commercialism Policy/NEWH Logo Usage Joyce L. Johnson Award / Recognition of Excellence Corporate Partner Signage NEWH By-Laws Quarterly Conference Calls/Webinar Schedule and Minutes Chapter Calendar Mandatory Chapter Director Webinar Training 	<p><u>Board Meeting Resources</u></p> <ul style="list-style-type: none"> Board Meeting Agenda Board Meeting Minutes Motion Form Who Can Vote? Reporting to the Board Achieving Consensus The Art of Delegation Communicating with your Chapter Membership Conflict of Interest/Code of Ethics Dealing with Conflict Decision Making Motions Who Can Vote on your Board Parliamentary Procedure Project Scope Document Quarterly Conference Calls/Webinars
<p><u>Board Training</u></p> <ul style="list-style-type: none"> Board Orientation/Training for Full Board Chapter Board Member Job Descriptions Quickbooks Seminar Smart Goals Training PowerPoints for each Board Position 	<p><u>Financial Support</u></p> <ul style="list-style-type: none"> Budget Calculator Check Request Contracts Event Invoice Tax Exempt Explanation Travel Reimbursement
<p><u>Marketing</u></p> <ul style="list-style-type: none"> Chapter Newsletters NEWH Corporate Partners Commercialism Policy and NEWH Logo Guidelines Social Media Guidelines Promoting NEWH and your Chapter Marketing Materials – Ordering Photography Release Press Release Template Banners 	<p><u>Membership</u></p> <ul style="list-style-type: none"> Types of Membership Member Interest Survey Membership Director Information Membership Drive New Member Welcome Renewal Reminder

<p><u>Nominations</u></p> <p>Chapter Nomination Timeline Chapter/Region Job Descriptions Chapter Board Organization Chart NEWH, Inc. Board of Directors</p>	<p><u>Programming/Fundraising</u></p> <p>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</p>
<p><u>Regional Groups</u></p> <p>Establishment of a Regional Group Regional Group Application Regional Group Manual</p>	<p><u>Scholarship & Education</u></p> <p>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</p>
<p><u>Awards</u></p> <p>NEWH Pinnacle Award (formerly known as Recognition of Excellence Award) NEWH College of Fellows TopID Awards NEWH Joyce Johnson Award</p>	<p><u>NEWH, Inc. Policies & Procedures</u></p> <p>Liquor Policy Event Refund/Cancellation Policy NEWH, Inc. By-laws</p>
<p><u>NEWH, Inc. Regional Tradeshows</u></p> <p>Tradeshow Policies Timeline</p>	<p><u>NEWH, Inc. Board</u></p> <p>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</p> <p>NEWH By-laws Travel Reimbursement</p>
<p><u>Board Reports / Minutes / Etc.</u></p> <p>International Board of Directors Meeting Packets</p>	<p><u>Member Logos</u></p>



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 31st – 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 31st

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

} Internal Factors (things you have control over)

} External Factors (things you have no control over)

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>January <i>Example:</i> 2nd – Board Meeting 11th – Sundowner/Happy Hour</p>	<p>February</p>
<p>March</p>	<p>April</p>
<p>May</p>	<p>June</p>
<p>July</p>	<p>August</p>
<p>September</p>	<p>October</p>
<p>November</p>	<p>December</p>

SWOT Analysis

Strengths <ul style="list-style-type: none">••	Weaknesses <ul style="list-style-type: none">••
Opportunities <ul style="list-style-type: none">••	Threats <ul style="list-style-type: none">••

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:

1. Post an image daily
2. Be consistent with message
3. Market scheduled events
4. Keep post professional
5. Engage your followers
6. Drive traffic to website

Ideas of what to post:

1. Post pictures of members
2. Post quotes that relate to our mission statement
3. Tell a short story
4. Hold contest
5. Thank event sponsors (including sponsor logo)
6. Post meeting notices on Instagram
7. Post event wrap-up photos (i.e. 'look what you missed')
8. Promote one member per month
9. Highlighting TopIDs
10. Highlighting scholarship recipients
11. Sustainable tip a week

What **NOT** to do/post on Chapter or NEWH Inc Instagram pages:

1. Post too many times (more than 3 times a day)
2. Share partying images
3. Overuse hashtags (no more than 15 hashtags)
4. Use an advertising platform (no ads, thanking sponsors is ok)
5. Use profanity
6. Use someone's photo without giving them credit
7. Post without captions
8. Political Statements or Views
9. Ignore followers' comments
10. Auto share every Facebook or Twitter post

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

NEWH/INDUSTRY CALENDAR - 2020-21

2020

9-Nov	AHEAD MEA	https://www.aheadawards.com/mea/2019
9-10 Nov	HOTEC Global - Empowering Procurement - VIRTUAL	
10-Nov	Healthy Hospitality	Zoom Meeting 12:00 pm EST
11-Nov	Chapter Chats - Virtual	Zoom Meeting 11:30 am EST
11-12 Nov	Int'l Hospitality Industry Investment Conference	http://www.scps.nyu.edu/academics/departments/tisch/conferences-events/ihii-conference.html
12-Nov	NEWH Diversity Committee Call	Zoom Meeting 12:00 pm EST
13-Nov	Staying Connected w/Chapter Presidents/Vice Presidents	Zoom Meeting 11:30 am EST
13-Nov	BrandED Committee Call	Zoom Meeting 12:30 pm EDT
16-17 Nov	BD ny - VIRTUAL	
17-18 Nov	SLEEP + EAT - VIRTUAL	https://www.sleepandeatevent.com/
18-Nov	NEWH PerspectiVe - Virtual with ISG &	
18-Nov	AHEAD Europe	
19-Nov	BrandED - Virtual USA	
23-24 Nov	Hotel Summit 2020!	https://hoteldesigins.net/hotel-summit/
24-26 Nov	EXPHORE	https://www.exphore.com
26-Nov	Thanksgiving	
26-29 Nov	Design Shanghai	https://www.designshanghai.com/
2-Dec	NEWH PerspectiVe - Virtual with Fabric Innovations &	
3-Dec	Staying Connected with our Chapters - Virtual	
3-6 Dec	Art Basel in America	https://www.artbasel.com/miami-beach
6-8 Dec	Healthtac Food & Beverage	https://healthtac.com/
7-11 Dec	All Aboard Design	
9-Dec	Chapter Chats - Virtual	
9-11 Dec	HI DESIGN MEA	http://www.hidesign-mea.com/
10-Dec	NEWH/Atlanta Annual Holiday Gala	
10-Dec	CityScene	
10-18 Dec	Hanukkah	
16-Dec	NEWH PerspectiVe - Virtual with Lily Jack &	
19-Nov	BrandED - Virtual Canada	
25-Dec	Christmas	

2021

8-Jan	Staying Connected w/Chapter Presidents/Vice Presidents	Zoom Meeting 11:30 am EST
12-15 Jan	Heimtextile	https://heimtextil.messefrankfurt.com/frankfurt/en.html
15-18 Jan	DOMOTEX 2021	https://www.domotex.de/en/
18-Jan	Martin Luther King Day	
18-24 Jan	IMM Cologne, the International Furniture Fair	https://www.imm-cologne.com/
22-23 Jan	Kitchen/Foodservice Show	https://www.hospitalityshow.co.uk/
22-26 Jan	MAISON&OBJET Paris	www.maison-objet.com/en/paris
22-31 Jan	DesignTO	
24-26 Jan	BITAC Food & Beverage	https://www.bitac.net/Event/FoodBeverage/2021
24-28 Jan	2021 Winter Las Vegas Market	https://www.lasvegasmarket.com
25-Jan	ALIS - Winter Update - VIRTUAL	http://www.alisconference.com/
	BrandED - Virtual USA	
27-28 Jan	Architect@work	https://www.architect-at-work.co.uk/
31 Jan -2 Feb	Boutique Design Match	www.boutiquedesignmatch.com
	Madrid Design Festival	https://madriddesignfestival.com/en/
	Design Indaba	https://conference.designindaba.com/
4-6 Feb	The NAFEM Show	https://www.thenafemshow.org/
9-11 Feb	Kitchen & Bath Show	https://www.kbis.com/
9-13 Feb	Stockholm Furniture & Light Fair	https://www.stockholmfurniturelightfair.se/?sc_lang=en
12-Feb	Design Trend Talks	https://www.hdmediakit.com/wp-content/uploads/designretail-2019-DesignSpeaks.pdf
14-Feb	Valentine's Day	
15-Feb	President's Day	

19-22 Feb	BOND - Leading Middle East Architects Forum	https://bondevents.com/events/arc-middle-east/
19-23 Feb	Ambiente	https://ambiente.messefrankfurt.com/frankfurt/en.html
23-25 Feb	BD Winter Forum	
24-Feb	BrandED - Virtual Europe	
24-26 Feb	HICAP	https://www.burba.com/anz
26-Feb	Purim	
26 Feb-2Mar	The Hotel Show Saudi Arabia	
27 Feb-1 Mar	HD Summit	https://www.hdsummit.com/
2-3 Mar	Hotel Association of Canada's National Conference	https://www.bigpictureconferences.ca/event/hotel-association-of-canada-conference/
4-7 Mar	BOND - Forum for No. America's Healthcare Designer	https://bondevents.com/events/bond-healthcare/
4-7 Mar	BOND - America's Leading Architects Forum	https://bondevents.com/events/bond-regional/
7-9 Mar	BITAC Luxury 2021	https://www.bitac.net/Event/Luxury/2021
7-10 Mar	RestaurantPointWest	https://cpmgevents.com/restaurantpointwest/
9-11 Mar	Hunter Conference	http://www.hunterconference.com/
12-Mar	Staying Connected w/Chapter Presidents/Vice Presidents	Zoom Meeting 11:30 am EST
16-17 Mar	Independent Hotel Show	
17-Mar	St. Patrick's Day	
18-21 Mar	DesignMarch	https://www.designmarch.is/
21-23 Mar	Healthtac East	https://www.bitac.net/Event/Health/East/2021
24-Mar	BrandED - Virtual USA	
27Mar-25Apr	Passover	
4-Apr	Easter	
7-18 Apr	Boston Design Week	https://www.bostondesignweek.com/
8-11 Apr	Brighton Design Show	https://brightondesignshow.com/
11-15 Apr	ARDA World 2020 Annual Convention & Expo	https://www.arda.org/meetings-awards/default.aspx
12-15 Apr	Indian Gaming Tradeshow & Convention	https://www.indiangamingtradeshow.com/510/indian-gaming-tradeshow-home.htm
13-Apr	Dallas Regional Tradeshow	https://newh.org/events/dallas-newh-regional-tradeshow-2021/
13-16 Apr	Coverings '20	https://www.coverings.com/
13-18 Apr	Salone del Mobile.Milano	https://www.salonemilano.it/en/
13-18 Apr	Milan Design Week	
18-19 Apr	ALIS Law	https://www.alisconference.com/alis-law
18-20 Apr	BITAC Operations 2021	https://www.bitac.net/Event/Operations/2021
18-21 Apr	HotelPoint 2021	https://www.cpmgevents.com/hotelpoint/
19-21 Apr	ALIS	http://www.alisconference.com/
24-27 Apr	Environments for Aging	https://www.environmentsforaging.com/
28-Apr	BrandED - Virtual Canada	
4-6 May	HD Expo & Conference	https://hdexpo.com/
4-6 May	International Hotel Investment Forum	http://www.berlinconference.com/
4-8 May	AAHOA Convention & Tradeshow	https://www.aahoa.com/aahoacon20
9-May	Mother's Day	
10-12 May	ULI Spring Meeting	https://spring.uli.org/future-meetings/
10-12 May	Argentum Senior Living Executive Conference & Expo	https://www.argentum.org/event/2021-argentum-senior-living-executive-conference-expo/
11-12 May	Wave of the Future	
11-13 May	RetailX	
13-16 May	Interior Design Show - Toronto	https://toronto.interiordesignshow.com/en/home.html
15-18 May	International Contemporary Furniture Fair	https://icff.com/
16-18 May	BITAC Independent 2021	https://www.bitac.net/Event/Independent/2021
16-20 May	NYCxDESIGN	
16-20 May	Lightfair 2021	https://www.lightfair.com/new-york-2021
17-May	Atlanta Regional Tradeshow <small>(trying to get them to move us to October)</small>	https://newh.org/events/atlanta-newh-regional-tradeshow-2020/
17-19 May	Track Days	http://www.annualtrackdays.com/details.html
17-20 May	Hostelco 2020	http://www.hostelco.com/
16-20 May	Lightfair 2021	https://www.lightfair.com/
22-25 May	National Restaurant Association Show	https://www.nationalrestaurantshow.com
24-26 May	Grounded by Design	https://groundedbydesign.co/
25-27 May	Clerkenwell Design Week	https://www.clerkenwelldesignweek.com/
31-May	Memorial Day	
31 May-2 Jun	Middle East Design & Hospitality Week	https://www.designhospitalityweek.com/
31 May-2 Jun	HITEC DUBAI / The Hotel Show Dubai	https://www.hftp.org/hitec/dubai/

1-3 Jun	Saudi Entertainment & Amusement	https://www.saudientertainmentexpo.com/
2-4 Jun	HI Design Europe	http://www.hidesigneurope.com/
6-8 Jun	BITAC Casino Resorts	https://www.bitac.net/Event/Casino/2021
8-9 Jun	Cruise Ship Interiors Expo/Cruise Ship Hospitality Expo	www.cruiseshipinteriors-expo.com
10-Jun	Bethesda Regional Tradeshow	https://newh.org/events/bethesda-newh-regional-tradeshow-2021/
14-16 Jun	NeoCon	http://www.neocon.com/
16-18 Jun	The International SURFACE Event	https://www.intlsurfaceevent.com/en/the-event/dates-times.html
16-19 Jun	AIA Conference on Architecture 2020	https://www.aiainternational.org/calendar-upload/
20-Jun	Father's Day	
20-22 Jun	Hotel & Hospitality Show	https://www.thehotelshowafrica.com/
21-24 Jun	HITEC Dallas	
23-24 Jun	Hawaii Hotel & Restaurant Show	https://hawaiihotelandrestaurantshow.com/
24-27 Jun	BOND - Latin America's Leading Architect Forum	https://bondevents.com/events/arc-latin-america/
25-29 Jul	2021 Summer Las Vegas Market	
	2020 ARDA-WIN Meeting	
Jul	DOMOTEX Turkey	http://www.domotexturkey.com/en
12-Jul	ALIS Summer Update	https://www.burba.com/ALISSummerUpdate
15-Jul	ALIS Summer Update	https://www.burba.com/ALISSummerUpdate
19-Jul	ALIS Summer Update	https://www.burba.com/ALISSummerUpdate
22-Jul	ALIS Summer Update	https://www.burba.com/ALISSummerUpdate
1-3 Aug	Senior Lifestyle Design Match	http://seniorlifestyledesignmatch.com/
15-18 Aug	AHLEF Golf Classic	https://www.ahla.com/events/ahlef-golf-classic
22-24 Aug	Western Foodservice & Hospitality Expo	https://www.westernfoodexpo.com
6-Sep	Labor Day	
6-8 Sep	Rosh Hashanah	
13-15 Sep	Healthcare Design Forum	https://www.hcdforum.com/
15-16 Sep	Yom Kipper	
22-24 Sep	HI Design Asia	https://www.hidesign-asia.com/
22-25 Sep	Design London	https://www.designlondon.co.uk/
27-30 Sep	Lodging Conference	https://www.lodgingconference.com
5-Oct	Houston Regional Tradeshow	https://newh.org/events/houston-newh-regional-tradeshow-2020/
11-14 Oct	ULI Fall Meeting	https://spring.uli.org/future-meetings/
17-Oct	NEWH/Las Vegas HOSPY	
21-24 Oct	westedge DESIGN FAIR	http://WestEdgeDesignFair.com
23-26 Oct	Healthcare Design Expo + Conference	www.hcdexpo.com
14-15 Nov	BD ny	https://bdny.com/
14-15 Nov	HX: The Hotel Experience	https://thehotelexperience.com/
15-Nov	Gold Key Awards	
25-Nov	Thanksgiving	
28 Nov-6 Dec	Hanukkah	
25-Dec	Christmas	

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

NEWH BOARD OF DIRECTORS MOTION FORM

Date: May 4, 2020

Motion Number:

I, _____

Motion seconded by: _____

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

Notes on discussion: