



GOVERNING BOARD PACKET

04 FEB 2021

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

4 February 2021

Your Comfy Spot

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

Board of Directors Meeting

Thursday, 04 November 2021

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	Lanée Burns Helen Reed Tara Witt	Jonathan Young Cynthia Guthrie Trisha Poole	EC Guests Gwendoline Theodet Enrico Cleva	Strategic Advisors Trudy Craven
Board of Directors	Brittany Spinner Dallas Bentley Barbara Bradley Vanessa Vaughan	Kelly Gaddes Alex Jones Debbie McKelvey Deaderia Morris	CP Ambassadors Matt DeShantz Gretchen Gilbertson Jordan McInturf Jason Reynolds	Media Ambassadors Michelle Finn Stacy Rauen	BrandED Ambassadors Barry Sullivan Tara Chung My Nguyen	Chairs Penny Shelton Leslie Anderson Stephanie Deshaies Natalie Sheedy Miriam Tamayo
House of Delegates	Leslie Anderson Nicole Brindle Libby Bull Courtney Callahan Valentina Castellon Carolina Coelho	Mark Cunningham Kortney Edge Alison Gasser Natasha Gomez Edgar Gutierrez	Tara Hebert Korrin Howard Jonathan Kaler Julie Kaufmann Unger Tory Knoph Kristin Kubala	Annette Lucille Kary Maybury Demi Melissinou Leena Nacy Janine Peluffo Michelle Purcell	Karen Rains Rebecca Rotar Yadhya Schlegel Heather Scott Penny Shelton Athena Slejko	Jessica Vos Tara Witt Jonathan Young

<p>_:30 am Call to Order</p> <p>_:31 am Establishment of Quorum (Roll call introduction) - Presentation of Minutes and Motion to Accept</p> <p>_:36 am President's Welcome/Welcoming to new Board Members</p> <p>_:40 am Financial Report/Presentation of Budget and Motion to Accept</p> <p>_:43 am International Report (Paris & Milan) - Canada (2 min) - United Kingdom (2 min) - Paris (2 min) - Milano (2 min)</p> <p>_:51 am Leadership Conference</p> <p>_:52 am Membership</p> <p>_:54 am Board Training/Strategic Planning</p> <p>_:00 am Regional Tradeshows/Virtual Showcase</p> <p>_:03 am Website Refresh/Zoom Content</p> <p>_:07 am BREAKOUT - FINANCE/Fundraising - EDUCATION, Continuing Education, EID, Green Voice Education, EDonline - - SCHOLARSHIP - DEVELOPMENT, Leadership Conference, Chapter Membership - COMMUNICATIONS, Social Media</p> <p>_:55 am Report on Breakout Session - FINANCE/Fundraising - EDUCATION, Continuing Education, EID, Green Voice Education, EDonline - SCHOLARSHIP - DEVELOPMENT/NEWH Conferences, Membership - COMMUNICATIONS, Social Media</p> <p>_: 20 am Old Business / New Business</p> <p>_:30 pm Motion to Adjourn</p>	<p>Christine Tucker Fernando Diaz</p> <p>Christine Tucker Sandy Banks/Susan Huntington</p> <p>Tara Witt Caroline Cundall Gwendoline Theodet Enrico Cleva Monica Meade Vanessa Vaughan Jena Seibel/Trudy Craven Jena Seibel Christine Tucker/Shelia Lohmiller</p> <p>Sandy Banks/Kelly Gaddes Christine Wasmer/Dallas Bentley Lanee Burns/Deaderia Morris Jennifer Wellman/Brittany Spinner Monica Meade/Alex Jones/Vanessa Vaughan Helen Reed</p> <p>Christine Tucker</p>
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NEWH, INC. GOVERNING BOARD MEETING MINUTES

November 5 2020
Virtual Zoom Meeting

Executive Committee	Sandy Banks Shelia Lohmiller Christine Wasmer	Enrico Cleva Monica Meade Jennifer Wellman	Trudy Craven Trisha Poole Jonathan Young	Fernando Diaz Gwendoline Theodet	Cynthia Guthrie Christine Tucker
Board of Directors	Leslie Anderson Matt DeShantz Kelli Groh Johanna Malen Demi Melissinou Helen Reed Sean Tanner	Dallas Bentley Michelle Finn Tara Hebert Roger Mathis Elissa Murry Gabe Rodriguez Vanessa Vaughan	Laura Carter Jenelle Francois Anne Hiter Shana McCullough-Downing Leena Nancy Chris Shafer	Sara Churchill Kelly Gaddes Alexandra Jones Jordan McInturf Karen Rains Penny Shelton	Stephanie Deshaies Natasha Gomez Melissa Knock Debbie McKelvey Stacy Shoemaker Rauen Brittany Spinner
Chapter/Reg. Presidents	James Adamson	Nicole Brindle	Kathryn Clark	Carolina Coelho	Courtney Crosby
NEWH Inc. Staff	Caroline Cundall Janine Peluffo Brenda Brown Jena Seibel	Edgar Gutierrez Michelle Purcell Hillary Eggebrecht	Kelly Irvolino Teri Schell Diane Federwitz	Manuela Kennedy Benjamin Wells Julie Hartmann	Tory Knoph Susan Huntington
Guests	Twee Anderson Lane Burns Jennifer Delmas Dawn Garner Jonathan Kaler Annette Lucille Jessica Northover Amy Spencer	Kim Bingham Keisha Byrd Rebekah Ellis Natalie Goodman Debanshee Kalani Daniel Lynn Rachael Olsem Rachel Williams	Kristy Bohne Tara Chung Eric Fernandez Sergio Grazioli Julie Kaufmann Kiko MacHarg Singh Erica Puccio Aura Zapata	Morgan Brodey Michele Crociani Todd Fuller Levar Jackson Anita Khullar Penny McPeak Rebecca Rotar	Sara Brookshire Mark Cunningham Denise Ganson Jane Jones Lisbeth Linert Tiffany Miller-Baker Natalie Sheedy
Not in attendance	Libby Bull Korin Howard Timi Mustapha Amanda Tomlinson Jennifer Farris Jessica Vos	Valentina Castellon Rittner Hufford Stacey Olson Teri Urovsky Taylor Hoesley Jessica Wasmer Northover	Anastasia Davis Kristin Kubala Barry Sullivan Shannon Vance Kary Maybury Julie Zanella	Alison Gasser Dawn Larsen-Garner Andrea Thomas Melissa Davis Bimal Patel	Gretchen Gilbertson Chelsea Lawrence Mary Ann Thornam Courtney DiBlasi Elfand Heather Scott

The meeting was called to order by President, Christine Tucker at 10:35 am ET. Roll call taken via Zoom registration report and a quorum was established.

Call to order / Establishment of Quorum / President’s Welcome – Christine Tucker

Discussion-Christine Tucker: Call to Order

- Welcome guests
- 122 have responded for this meeting, highest response to date – best thing we can take away from COVID is Zoom and participation
- Housekeeping: will be taking attendance via zoom registrations; if you signed in with a phone number, please email phone number, name and chapter to info@newh.org; meeting is being recorded; voting on motions will be done using yes or no options, those who get to vote on official motions are EC & IBOD Directors; breakout meetings are auto-assigned, Shelia will put you in a group if you are not yet assigned; assign a scribe and someone to report to back to group

Discussion-Fernando Diaz: Establishment of Quorum

- Reminder to chapters to report whether or not you had a meeting; if you did not have meeting, please notify Inc. to let them know; send minutes to Inc. if you met
- The minutes were presented and a motion was made to approve the May 4, 2020 minutes as presented and was accepted.

Discussion-Christine Tucker: President’s Welcome

- It has been a good, crazy year; proud of how NEWH has adapted; activity, interaction, international engagement is fantastic, positive attendance at all events, very rewarding; thank you to NEWH staff who have been busier than ever with all the changes; seems we are going to stay virtual for a while; we are in good place, to date in 2020 we have awarded \$357,000 in scholarships; huge thank you to Corporate Partners, 100% have stayed on board in these challenging times and are there for us, allows us to help members with dues if they are unable to pay

MOTION TO APPROVE MINUTES

Date: November 5, 2020

Motion Number: 1

I, Fernando Diaz, move to approve the May 4, 2020 minutes as presented / as corrected.

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

YEA: 20

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

Financial Report – Sandy Banks

Discussion-Sandy Banks:

- We are in very fine shape at this time; Corporate Partners continue to support us; hope in 2021 we can continue fundraising such as chapter events and tradeshow; have not had to dip in to reserves; NEWH is healthy and moving along

International Report – Christine Tucker

Canada – Christine Tucker:

- Doing well, same challenges as rest of world with Covid
- Toronto is strong, holding virtual events, awarding scholarships
- Vancouver was first chapter to have physical event, picnic in park, well attended, all other events were virtual
- As whole, Canada is doing well and pleased to be participating in virtual chapter events around the world

United Kingdom – Caroline Cundall:

- Doing virtual events as much as we can
- Started out year with 2 big events; hotel tour and TopID event
- Doing 2 events each month – webinar (lunch time) and one social event (quiz night, magic night)
- Supported outdoor event with about 80 people from industry, 5 different suppliers helped coordinate, most of which are NEWH members
- Planning meeting next week to discuss 2021
- UK lockdown begins today

Paris – Gwendoline Theodet:

- 2nd lockdown in effect
- Started Paris chapter this year; very challenging as we just set up board in March; planned many physical events that had to be cancelled
- Positive side is we remain focused and board is still meeting every month
- Started organizing webinar with UK and Milano chapters; fantastic dynamic with Europe; European collaboration makes sense for potential members
- Focus on interns and students looking for internships; in France there are students who have had internship cancelled, cannot complete formation, so looking for ways to help them find internships

Milano– Enrico Cleva:

- Rushing to another lockdown in Milano; starts tomorrow
- Chapter is flourishing as we are 50 members, very happy
- Have done one physical event and lots of virtual events with European friends
- Issue of assigning TopID awards, not sure how we will do it, will need to decide as we can't do it in presence
- Organizing event with the real estate ladies association in Milano about hospitality and investment with great guests; will be made public in a couple days, 6PM in afternoon, so it is a time when rest of world could join but will be in Italian, which may be challenge for others who wish to join
- One physical event was held and formula was very successful, many restrictions in place, divided 2 afternoons in slots of one hour, 8 people per slot on Eventbrite, slots completely full, had possibility to speak and get to know each other, very well received by members and potential members, held in central Milano, every hour had to clean/sanitize everything in between, was a success
- Had a desk at a hospitality day in Rimini, a Hospitality Congress in Italy; admitted to Italian Hospitality Investment Summit

BrandED & Brand Ambassadors – Trisha Poole

Discussion-Trisha Poole:

- Have been in virtual mode; 4 events, each increases in attendance, marketing is getting stronger, very pleased; will move virtual in to 2021 and see if we can use this long-term
- Thank you to Debbie McKelvey, Stephanie Deshaies and Leslie Anderson; focusing on how we can continue to offer value and keep our sponsors happy; more to come, stay tuned!
- We have 2 new BrandED ambassadors Tara Chung (Marriott) & My Nguyen (Holland America); Tara introduced and shared role with Marriott
- Live events are TBD
- Virtual events are open to everyone, huge benefit as everyone can attend for no charge this year

Equity / Inclusion / Diversity – Rachel Williams

Discussion-Rachel Williams:

- Rachel was introduced, EID Coach, help NEWH grow and flourish in marketplace and become more inclusive for all
- Rachel shared presentation; introduced terms as it is important to have similar language to engage in this work, highlighted role of

leadership in EID work

- Equity acknowledges barriers for some people in our society and advantages for some
- Inclusion is feeling of being valued within organization
- Diversity - no individual is diverse alone, groups of people are diverse; presence of difference in given setting
- Inclusion is where you see brilliance of diversity come to life; small 2014 study of Nike, 500 different teams, found when team is diverse, receive 13x engagement from team; if no inclusion, you did not see benefits of diversity of team; 82x engagement when people felt valued; leaders have the ability to affect inclusion
- Opportunity to look deeper at diversity; much more than what you see; we are more than color of skin, nature of origin, most companies are more diverse than what they actually think
- Role for IBOD (steps to think about): 1. building trust, 2. actively work against discrimination, 3. Embracing wide ranges of styles and voices; 4. Leverage cultural differences as opportunity for learning for leaders
- Created EID committee; objective is to ensure NEWH is a leader in providing an environment of Equity, Inclusion & Diversity within our efforts to provide scholarships, networking opportunities, education, and recognition of the work & achievements of our members; sneak peek of work being done by committee, looking at everything around the members, how are we attracting, are we looking at diversity of groups, is onboarding an equitable process; governance makeup reviewed, focused on scholarship to provide opportunities for those who are underserved
- Presentation will be uploaded to <https://newh.org/equity-inclusion-diversity/>

Report on Breakout Sessions

Break-Out Session Overview:

Reports:

Equity/Inclusion/Diversity-Vanessa Vaughan:

In attendance: Twee Anderson, Rebecca Bertrand, Lanee Burns, Laura Carter, Trudy Craven, Todd Fuller, Anne Hiter, Manuela Kennedy, Lisbeth Linert, Johanna Malen, Roger Mathis, Shana McCullough-Downing, Michelle Purcell, Jena Seibel, Christine Tucker, Vanessa Vaughan, Rachel Williams, Zura Zapata

- Discussed disparity between men & women roles in our industry; men are decision makers, women in designer roles
- Starting early with educational track to lead towards leadership positions, is there a way to implement programs for students in high school, community college, etc.
- Financial inequities and cost of participation in events and NEWH may be barrier (those working in culinary, hotel operational work force vs leadership/design); how do we include them
- Scholarship and ways in which we accept applications, do interviews for candidates, questions may not be inclusive, may want to rethink questions to be more considerate of background and challenges of communication
- Retaining students after they are given scholarship, feel they drop off the organization: personal outreach to students, understand why they are not participating?
- Member engagement, board members may not be so in tune to what our members are needing, feeling welcome/included; implement buddy system, new member welcome call/event; connecting Jr. designers to each other in smaller group format

Finance/Fundraising-Teri Schell:

In attendance: Sandy Banks, Nicole Brindle, Sara Brookshire, Jennifer Delmas, Fernando Diaz, Kelly Gaddes, Susan Huntington, Demi Melissinou, Elissa Murry, Janine Peluffo, Teri Schell, Gwendoline Theodet, Benjamin Wells

- Reviewed 2 large events: Leadership Conference rescheduled to February 2022 in Seattle; first Celebrity Chef Competition in Charleston, NC on February 23, 2023
- Discussion regarding how we've been doing virtual events at no charge, need to start charging non-members for virtual events, price to be determined per event
- NY cookbook presale mid-November, pricing \$30ish; considering different prices for member vs. nonmember, offer membership package with cookbook, digital and hard cover version
- Houston chapter had mask design competition
- Discussed mandates for in-person events, be cognizant what your local government requires, NEWH does not have mandate
- Create idea forum:
 - Virtual wine pull in which people have ability to pull corks on bottles of wine anywhere from \$10-\$100
 - National online auction where we would solicit donations of wine baskets, weekend getaways, partner w/ branded sponsors, restaurant/vendor partners to donate products, artwork from Art Mèlange event can be auctioned; question how will \$ be allocated to specific chapter/region; suggested each chapter/region who donates item would get % after Inc.; preliminary committee is Fernando Diaz, Sandy Banks & Jennifer Delmas; Susan Huntington discussed issue how auction platforms eat in to profit; shipping would be handled by specific donor; possible state regulations to consider
- Rocky Mountain Chef's event, virtual, 30 people, free but may charge next time, gift cards to first 20 people to purchase grocery items; chef sent out grocery list needed to follow along
- TopID and giving away awards at end that support travel industry such as UberEats, hotel stays, flights, etc.; foregoing annual sponsorships; tiered level sponsorships with different perks per level; working hard to control expenses and costs
- Dallas CEU Bootcamp, free to members, \$20-25 charge to non-member; have drop down menu so anyone who registers can donate to scholarship fund
- Yoga event, free to members, \$10 non-member, donation option on menu

Education, Continuing Education, Mentorship, Green Voice Education-Dallas Bentley & Chris Wasmer:

In attendance: Jams Adamson, Dallas Bentley, Tara Chung, Caroline Cundall, Matt DeShantz, Rebekah Ellis, Julie Hartmann, Tory Knoph, Kiko MacHarg Singh, Jordan McInturf, Rebecca Rotar, Natalie Sheedy, Penny Shelton, Christine Wasmer

- Discussed where we are with EDOnline program; talked about beta site and how we can market EDOnline; discussed putting together

press releases, reaching out to individual chapter boards to submit content; CEUs and virtual events are important during Covid; education online hub provides content for chapters to leverage to provide education to members; want zoom recordings to capture content; will reach out to Corporate Partners, members, allied organizations, etc. to get more educational content for our members to use

- We will be putting out call for Green Voice programing for 2021 and beyond; love informal, comfortable, 30 minute sessions; 2 Green Voice virtual conversations to be scheduled each year in 1st and 3rd quarters (opposite the quarters where we have usually have tradeshow conversation; hoping to get new people to come on to committee
- Continuing education initiative, appointing new director today in motions
- Mentorship bubbles up from chapter level and what they are doing to mentor new members, new EID initiative is critical to mentorship; hoping it can be brought back in to education umbrella, nice to be able to share across organization

Scholarship- Debanshee Kalani:

In attendance: Leslie Anderson, Courtney Crosby, Hillary Eggebrecht, Jenelle Francois, Denise Ganson, Natalie Goodman, Levar Jackson, Debanshee Kalani, Melissa Knock, Penny McPeak, Brittany Spinner, Jennifer Wellman

- How are scholarship awards being conducted this year; how are all chapters dealing with awards night, what has been successful with awards and applications
- Application process and do we need to reevaluate how we go about judging recipients and applications; narrow down scope of judging; do scholarship directors need additional training; successful things chapters covered –student portfolio review event in Atlanta chapter; can we create something to combine scholarship recipient and portfolio review to help with judging process; should scholarship be more need for fund oriented or merit oriented; idea to include gold star award to recognize merit
- Successful applications were more towards highlighting loss of internships and lack of funds for education; is there a way to educate students on how to complete needs for funds section more effectively so it's easier to judge
- Chicago chapter has successful candidate review process, review as group
- Key to get scholarship recipients to act as student liaisons to represent NEWH
- Important to look into different majors while you are reviewing applications; important to look at school curriculum to determine which student may be on higher level
- Going to be approaching chapters for training of scholarship directors

Development/NEWH Conferences, Membership, Social Media-Alexandra Jones:

In attendance: Kristy Bohne, Morgan Brodey, Brenda Brown, Katy Clark, Enrico Cleva, Carolina Coelho, Michele Crociani, Diane Federwitz, Eric Fernandez, Michelle Finn, Dawn Garner, Natasha Gomez, Sergio Grazioli, Kelli Groh, Cynthia Guthrie, Tara Hebert, Kelly Irvolino, Alexandra Jones, Jonathan Kaler, Julie Kaufmann, Annette Lucille, Daniel Lynn, Debbie McKelvey, Monica Meade, Leena Nancy, Jessica Northover, Trisha Poole, Erica Puccio, Karen Rains, Helen Reed, Gabe Rodriguez, Chris Shafer, Alicia Sheber, Amy Spencer, Sean Tanner, Jonathan Young

- Leadership Conference moved to 2022; venues are TBD, to be picked up in June; keynote speaker selected and should be announced soon; video campaign featuring travelling suitcase; social media campaign, social media guidelines sent in new year; Rachel will be involved for EID; theme is breaking boundaries; please send ideas for breakout sessions to Monica (monica.meade@marriott.com) and Alex (ajones@heritageoffice.com)
- Development – please fill out membership survey (<https://forms.gle/Lba34yLpnf8M3YHD7>); important to how we create value for members; how to get designers to become members, how to transition students into members as they enter workplace; member only events; make events more meaningful/member driven will create more engagement within chapter; ideas include social media takeover, picnics, trunk shows, hotel tour or factory tour
- Social media – announced we are releasing new social media guidelines, encourage all chapters to pick at least one platform to use, especially important during Covid; Inc. created social media calendar for next 6-18 months, glad to share; try to engage someone on your board to post on social media; IG & FB are shared to bigger audience, very much a business tool

Open Discussion – Q&A – Christine Tucker

TopID:

- Alexandra Jones – Toronto early adopters of TopID; requirements are such that we are awarding to same 2 groups due to qualifications; how do we diversify, how do we get to smaller firms, more project based; we are not interior designers and don't want to be looked at in political sense of judging peoples project; is there a way to change TopID or make an extension to include those who do not have 30 articles/year and don't have 10 magazines, etc.
- Brittany Spinner - Had TopID firm who won a couple times in a row and did not want to submit as they felt it was no longer a competition
- Morgan Brodey – talked about different categories – small, medium, large firms so when you go by point system it is not skewed towards larger firms
- Trisha Poole – we have adapted each year and changed criteria; adjusted criteria and it did bring in new firms; #1 - focus on how many submissions you are getting and are you getting enough?; one though was to select a Wildcard – chapter selects one firm who may not have all qualifications; balance contribution to industry with excellence in design; hardest part to judge is design excellence; committee being assembled to discuss another set of criteria; considering program to grow to entire industry across globe; send ideas/feedback to diane.federwitz@newh.org; goal is to have all chapters do same thing; want to be fair and want to be credible; definitely are open to try to grow

Membership:

- Cindy Guthrie –during breakout, Katie brought up interesting points to share with everybody; buzz words “we are the glue that keeps everybody together”, especially through these difficult times; quality over quantity; give yourself a pass – right now it is about maintaining and fostering the relationships we have with our current members and not as much trying to get new members; be kind to yourself at chapter level because these are unprecedented times

- Vanessa Vaughan – in terms of member engagement; how can we better serve our members; survey open to all members until November 13th, please take survey and share with members in your chapter, share on social media, so far have ~200 responses, looking for ways to share results of survey (<https://forms.gle/Lba34yLpnf8M3YHD7>)

Old Business / New Business – Christine Tucker

Discussion-Christine Tucker:

- Since this is last IBOD meeting of 2020, some of our delegates will be moving off the board, a special thank you for your contributions and your participation, we hope you will stay involved with your chapter, if interested in Inc. level activities, let us know

Presentation of Motion to Appoint Board Members

MOTION TO APPOINT BOARD MEMBERS

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: Christine Wasmer

VOTE COUNT:

STATUS OF MOTION:

YEA: 18 NAY: 0 ABSTENTION: 0 Carried: Defeated:

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: Fernando Diaz

VOTE COUNT:

STATUS OF MOTION:

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

Motion Number: 4

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: Sandy Banks

VOTE COUNT:

STATUS OF MOTION:

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

Motion Number: 5

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

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

STATUS OF MOTION:

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

Motion Number: 6

I, Christine 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: Cynthia Guthrie

VOTE COUNT:

STATUS OF MOTION:

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

Motion Number: 7

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: Fernando Diaz

VOTE COUNT:

STATUS OF MOTION:

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

Old Business / New Business – Christine Tucker

Board Training Changes-Jena Seibel:

- All training being revamped starting with mandatory director training we typically have in December/January; recorded via zoom, Hillary will email recording, questions to answer while go through and submit back to NEWH
- Discipline calls may come back if people will participate
- Board training in person every four years – reworking due to limited travel; some live, some recorded
- Trudy Craven Strategic Training – ready to do virtually, content is similar, process is different; think it will go well
- Request for in-house board training PowerPoint by chapters - we are updating PowerPoint and if you are doing strategic planning on your own, you can use presentation

Open Discussion:

- Katie Clark - Shout-out to Executive Board; back in May there was the George Floyd situation, handled very well, progress being made, inspired to recommit to this organization
- Michelle Finn – hoping everyone can join us for BDNY virtual; BDNY partnering with NEWH on Women Leader’s breakfast, featuring NEWH Beyond & BrandED; please join us November 16th & 17th (<https://bdny.com/conference>); thank you to Matt DeShantz, Fabricut, for sponsoring Women Leader’s virtual breakfast & session
- Chris Tucker – Shout-out to Matt DeShantz for moderating Perspective calls; great content on calls; we have had a lot of key members volunteer time for these calls, we thank everyone

MOTION TO ADJOURN

Motion Number: 8

I, Christine Tucker, move to adjourn the NEWH, Inc. Board of Directors Meeting at 12:26pm ET.

Motion seconded by: Trisha Poole

VOTE COUNT:

STATUS OF MOTION:

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

PRESIDENT

CHRISTINE TUCKER

Job Purpose:

- Carry the full responsibility of leadership of NEWH, Inc.
- Act as the leader of NEWH, Inc., reporting to the Executive Committee and IBoD and all members of NEWH, Inc. internationally.
- Supervise the business of the NEWH, Inc., keeping all IBoD members focused on setting and meeting the goals of NEWH, Inc.
- Encourage leadership roles from our membership.
- Encourage and supports teamwork and ensures inclusivity and engagement of all members.
- Lead by example with inclusive and equitable leadership within all aspects of the NEWH, Inc. President's role.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

GOAL 1 STATEMENT:

Strengthen communication and dialogue between NEWH leadership and our Chapters/Regional Groups.

GOAL 1 MEASURE

By listening to our membership to ensure there is always a open dialogue and constant interaction with our membership and leadership. Using scheduled Zoom calls, Staying Connected with Presidents, Chairs and VP's, NEWH Cares, Perspective monthly calls. Engaging members at IBOD and the breakout sessions for input. Review all delegate reports for information members share on what they report and share as potential; Strengths / Gaps / Opportunities / Threats within our Association and the Hospitality Industry.

Membership surveys to obtain feedback from members.

GOAL 1 TIMING

January 1, 2021 to December 31, 2021.

GOAL 1 MAJOR MILESTONES

- Regular weekly communication with NEWH leaders and members on Zoom calls and IBOD meetings.
- Executive Committee Calls twice a month.
- Schedule quarterly Membership survey's asking for pertinent input and communication.

GOAL 2 STATEMENT

Support and assist in development of Equity, Inclusion and Diversity with all facets of NEWH. Continue to strive for higher level of awareness and integration of Equity, Inclusion and Diversity in our programs and initiatives within all NEWH activities.

GOAL 2 MEASURE

This goal will be achieved with successful integration of Equity, Inclusion and Diversity strategies at NEWH, Inc., level and evident in our Chapter level activities and programs that embrace these three major facets. This will not happen in one year but slowly through education this change to become the expectation of all NEWH activities.

GOAL 2 TIMING

Goal started 2nd quarter of 2020 and has no end date.

GOAL 2 MAJOR MILESTONES

In 2020, 2nd Quarter NEWH Leadership developed a key group to initiate the Equity, Inclusion and Diversity as our initial Committee representing a cross section of our membership geographically and demographically.

Leadership researched and engaged Equity, Inclusion and Diversity professional outside council Rachel Williams to assist in building our program to ensure accurate and successful growth.

Jan 2021, NEWH added key leadership roles into our organization with addition of Executive Committee Vice President, Director of Equity, Inclusion and Diversity on our International Board of Directors and Equity, Inclusion and Diversity Director on Chapter Boards.

EID Committee has ongoing meetings to educate, grow and develop the NEWH Equity, Inclusion and Diversity to offer best practices for our Chapters. The EID Committee continues to build and develop this for our membership with deliverables to come, please stay tuned for more to be shared as we are building the foundation for positive change.

Jan 2021 EID Dialogue with Rachel Williams sharing education for our membership.

March 2021 Equity, Inclusion and Diversity Training to all of our members in 4 Zoom calls – this will be a members' only participation.

GENERAL COMMENTS

We appreciate each and every one of our NEWH members and your efforts to engage and support each other in a unique and challenging year we have all experienced. The future still has challenges but we now more than ever I appreciate the NEWH community I am blessed to be a part of. Our members have stepped up to help and lead the industry offering key information and how to remain positive to move forward. This past year we truly lived up to our motto; It is not what you know, but who you know. We are about people and remain strong and we will continue to inform and provide positive content to our membership. I look forward having you join us on the next NEWH, Inc., Zoom call or one of our exciting Chapter events could be in LA, Atlanta, Vancouver, Chicago, New York, Florida, North Carolina, Milan, Toronto, Paris or London, Seattle, Houston and so many more all available for you to participate from your computer screen at home. Check out the website under the EVENTS section for the calendar as there is so much positive happening in our world when we stick together. Wishing each of you a wonderful 2021 to come!

SECRETARY

FERNANDO DIAZ

Job Purpose

- Record and preserve the business records of NEWH, Inc. and ensure all Chapters/Regional Groups remain in compliance with all public laws governing their activities.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.

JANUARY 2020



GOAL 1 STATEMENT:

Goal has been met
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

Continue to participate on all their planning calls

GOAL 2 TIMING

Already started – event has been rescheduled for 2023

GOAL 2 MAJOR MILESTONES

GENERAL 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.

Susan Huntington handles all 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.

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	No Mtg.	Yes	Yes	Yes	Yes
Atlanta	Yes	Yes	Yes	Yes		No Mtg.	No Mtg.						Yes	
Chicago	Yes	Yes	Yes											
Dallas	No Mtg.	Yes	No Mtg.		Yes									
Houston	No Mtg.	Yes		Yes										
Las Vegas	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	No Mtg.	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										
Northwest	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes							
Paris	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes		
Rocky Mountain	No Mtg.	Yes	No Mtg.	Yes										
San Francisco Bay	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	
South Florida	Yes	Yes												
Sunshine	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	Yes	No Mtg.		
Toronto	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	No Mtg.	No Mtg.	Yes	Yes	Yes			
North Carolina														
Orange County	Yes	No Mtg.	Yes	No Mtg.	Yes									
Pittsburgh	Yes		Yes											
South Carolina	No Mtg.	Yes	No Mtg.	Yes (2)	Yes	Yes	No Mtg.	Yes	No Mtg.	No Mtg.	Yes			
Vancouver	Yes	Yes	No Mtg.	No Mtg.	Yes	Yes		Yes	Yes					

NEWH Chapter Board Training Schedule

	2020	2021	2022
ARIZONA	ST Plan	ST Plan (required)	BD Train / ST Plan (upon request)
ATLANTA	WEBINAR	Virtual BD Train / ST Plan (upon request)	BD Train Required
ATLANTIC CITY	BD Train / ST Plan 2/20/2020	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
CHICAGO	ST Plan	ST Plan (required)	BD Train / ST Plan (upon request)
CINCINNATI	BD Train	Virtual BD Train / ST Plan required	BD Train / ST Plan (upon request)
DALLAS	ST Plan- 11/23/2019	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
HOUSTON	OPEN	Virtual BD Train (required)	ST Plan (required)
LAS VEGAS	OPEN	Virtual BD Train (required)	ST Plan (required)
LOS ANGELES	BD Train 3/7/2020	ST Plan (required)	BD Train / ST Plan (upon request)
MILAN		Virtual BD Train (required)	ST Plan (required)
MID-SOUTH	BD Train/ ST Plan - 1/11/20	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
NEW YORK	Webinar	ST Plan (required)	BD Train Required
NEW ENGLAND	BD Train / ST Plan	Virtual BD Train / ST Plan required	BD Train / ST Plan (upon request)
NORTH/SOUTH CAROLINA	BD Train (SC) 2/1/2020	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
NORTH CENTRAL	ST Plan 1/18/2020	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
NORTHWEST	Webinar	ST Plan (required)	BD Train Required
ORANGE COUNTY	BD Train / ST Plan	Virtual BD Train / ST Plan required	BD Train / ST Plan (upon request)
PARIS		Virtual BD Train (required)	ST Plan (required)
PITTSBURGH	Webinar	Virtual BD Train (required)	ST Plan (required)
ROCKY MOUNTAIN	BD Train 1/18/2020	Virtual BD Train / ST Plan (upon request)	BD Train / ST Plan (upon request)
SAN FRANCISCO	OPEN	Virtual BD Train (required)	ST Plan (required)
SOUTH FLORIDA	Webinar	Virtual BD Train / ST Plan (upon request)	ST Plan (required)
SUNSHINE	OPEN	Virtual BD Train (required)	ST Plan (required)
TORONTO	Webinar	Virtual BD Train / ST Plan (upon request)	BD Train Required
UNITED KINGDOM	OPEN	Virtual BD Train (required)	ST Plan (required)
VANCOUVER	OPEN	Virtual BD Train (required)	ST Plan (required)
WASHINGTON DC	Webinar	Virtual BD Train / ST Plan (upon request)	BD Train Required

Online Board Training starting 2021 Strategic Planning Webinar Board Training / Strategic Planning

Those marked "upon request" may incur charges 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.
- Oversee the Fundraising initiatives of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.

JANUARY 2021

GOAL 1 STATEMENT:

Continue to monitor expenditures and any income to make sure they are in line with the proposed budget.

GOAL 2 STATEMENT:

Generally planning any possible Fundraiser when the time and place becomes available and viable. This may include a Fashion Runway, Trade show or any alternate chapter ideas for fundraising events. Continue to help frame and monitor the

budget for the Leadership conference. Promoting ideas and sponsorships where appropriate. Work with the committee and Susan to compile a spreadsheet for income and expenditures for LC so we remain focused and within scope.

Completion - LC Conference in 2022.

BANK BALANCES

account balances as of 12/31/2020	
General	\$ 245,353.45
Scholarship	189,070.56
Cliff Tuttle Scholarship	7,961.89
Money Market (<i>cash reserve fund</i>)	397,118.58
Long Term Reserve Account	405,994.49
Checking Reserve Account	124,644.49
CD	100,000.00
NEWH, Inc. acct in Canada (10/30/20)	CAD 15,831.61
NEWH Canada, Inc.	CAD 72,685.32
NEWH Canada, Inc. Scholarship	CAD 8,472.87
NEWH, Inc. acct. in London	GBP 30,492.90

Chapter	Updated Signature Cards 2021	2020 Fundraising Remittance	2020 reconciled Fundraising % Proceeds	Regional Tradeshow Monies transferred to Scholarship Acct in 2020	Fundraising/ Donation/Interest Monies transferred to Scholarship Acct in 2020	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund	CD
Arizona	YES				14.12	18,848.47	12/31/20	16,318.91	12/31/20		
Atlanta	YES				76.06	146,831.82	12/31/20	36,203.50	12/31/20		
Chicago	YES				16,051.39	110,227.47	12/31/20	112,569.47	12/31/20		
Dallas	NO				6,727.67	114,821.49	12/31/20	78,451.38	12/31/20		
Houston	YES				32.50	19,846.22	12/31/20	51,053.91	12/31/20		
Las Vegas	NO				84.82	41,727.95	12/31/20	104,795.19	12/31/20		
Los Angeles	NO				3,060.65	65,463.49	12/31/20	72,127.39	12/31/20		
New York	NO				126.54	202,568.60	12/31/20	176,370.76	12/31/20		
North Central	YES		14,883.49	14,968.66	43,964.44	12/31/20	54,660.75	12/31/20			
Northwest	YES			640.36	143,274.41	12/31/20	112,079.08	12/31/20			
Rocky Mountain	NO			52.15	90,672.47	12/31/20	28,319.47	12/31/20			
San Francisco	YES			4,804.88	98,228.11	12/31/20	235,053.07	12/31/20			
South Florida	YES			20,195.27	43,395.78	12/31/20	104,973.97	12/31/20			
Sunshine	NO		43,302.31	43,497.45	132,161.22	12/31/20	112,114.06	12/31/20			
Toronto	N/A				28,995.79	1/15/21	20,231.79	1/15/21	29,353.47	1/15/2021	
United Kingdom	N/A				10,398.13	12/31/20	7,578.29	12/31/20			
Washington DC	NO				673.33	187,759.95	12/31/20	96,007.90	12/31/20		
Regional Groups											
Atlantic City						28,332.51	12/31/20	8,995.09	12/31/20		
Cincinnati						26,308.98	12/31/20	6,443.68	12/31/20		
Hawaii						11,925.43	12/31/20	27,261.71	12/31/20		
Mid-South						1,000.00	12/31/20	6,424.05	12/31/20		
New England						9,641.17	12/31/20	7,037.91	12/31/20		
North Carolina						10,411.67	12/31/20	15,688.63	12/31/20		
Orange County						1,230.25	12/31/20	64,660.45	12/31/20		
Pittsburgh						8,471.39	12/31/20	6,910.02	12/31/20		
South Carolina						2,860.86	12/31/20	4,678.35	12/31/20		
San Diego								19,378.15	12/31/20		
Vancouver						25,815.57	1/15/21	7,253.51	1/15/21		
Virginia								12,133.10	12/31/20		

2021 PROPOSED BUDGET

		INCOME	EXPENSE
President		-	5,000.00
President Elect		-	-
Past President		-	1,100.00
Executive Adviser		-	1,200.00
Secretary		-	1,200.00
	Board Training	-	12,000.00
Vice President Finance		-	1,100.00
	Fundraising	8,000.00	950.00
	Travel / Delegate	-	13,500.00
Vice President/Scholarship		-	1,300.00
	Scholarship	7,500.00	6,850.00

BrandED	8,400.00	8,930.00
Clifford Tuttle Scholarship	5,300.00	5,430.00
Elite Expositions	5,150.00	5,280.00
Ageless Living	700.00	700.00
Green Voice Scholarship	1,000.00	16,425.00
ICON Scholarship	20,300.00	15,185.00
NEWH Leadership Scholarship	16,500.00	17,130.00
Vendor Scholarship	42,600.00	43,120.00
Women Leaders in Hospitality Scholarship	6,000.00	6,130.00
Vice President/Education	-	1,100.00
Education	-	1,150.00
ED Online	-	1,000.00
Continuing Education	-	2,550.00
Green Voice Education	-	3,000.00
BrandED	1,000.00	1,900.00
POWERtalks	23,000.00	9,000.00
VP/Development	-	1,100.00
Membership	275,000.00	103,100.00
NEWH Conferences	357,950.00	73,000.00
VP/Communications	-	1,100.00
Social Media	-	2,775.00
VP/EID	-	1,100.00
Professional Services	-	12,500.00
	-	2,650.00
Administration	150.00	825,938.88
Corporate Partner Development	705,563.75	25,950.00
Founders Circle	-	9,000.00
Marketing	100,000.00	190,550.00
NEWH Awards	-	10,505.00
Tradeshows/USA	-	37,000.00
Tradeshows/Regional	238,190.00	196,956.00
NEWH Governing Board Mtg.	-	9,900.00
Website	-	120,243.93
Publications	-	3,425.00
Reserve Acct.	-	-
Bank/Credit Card	-	20,000.00
	1,822,303.75	1,829,023.81

2021 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
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
Brintons	Supporting	2010/2016
Chapman Hospitality Lighting	Supporting	2021
Crypton + Nanotex	Supporting	2014
Down Etc.	Supporting	2019
Encore Hospitality Carpet	Supporting	2019
Fabric Innovations	Supporting	2011
Fil Doux Textiles	Supporting	2021
Kimball Hospitality	Supporting	1994/2016
Lily Jack	Supporting	2011
Mandy Li Collection	Supporting	2011
Porcelanosa USA	Supporting	2017
Richloom Contract	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
W A L T E R S	Supporting	2012

DIRECTOR/FUNDRAISING

KELLY GADDES

Job Purpose

- Coordinate, support and monitor all fundraising activities within NEWH, Inc.
- Develop and implement NEWH, Inc.'s fundraising strategies for unrestricted income so as to help generate the security and funds required to achieve NEWH, Inc.'s growth plans.

JANUARY 2021

NO GOALS SUBMITTED

VP/SCHOLARSHIP

JENNIFER WELLMAN

Job Purpose

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

JANUARY 2021

GOAL 1 STATEMENT:

Establish a scholarship relationship with UK, Paris, and Milan chapters. Help them work out a program to support students based on the US scholarship program while also recognizing the cultural differences we may encounter. Reach out to these chapters by the end of 2020 and help to create a meaningful approach for the future of their scholarship programs.

GOAL 1 MEASURE

We will know we are reaching our goal when we have a defined and structured approach that can be used as a framework for their unique scholarship plans.

GOAL 1 TIMING

Start: ASAP
End: 12/31/2020

GOAL 1 MAJOR MILESTONES

- Jennifer reach out to UK, Paris, and Milan Chapter Presidents, Scholarship Directors, other appropriate Chapter Board members to explain intent of this goal by date?
- Jennifer, Shelia, and decision-makers in the Chapters determine who would be the most appropriate Chapter Board members to have in these working meetings. By date?

- Jennifer schedule/hold ZOOM meetings with Shelia and appropriate Chapter Board members to gain their perspective on the NEWH Scholarship programs, especially looking for cultural differences that may impact how scholarship should be focused in their areas. By date?
- Jennifer, Shelia, and Chapter Scholarship Directors/Presidents draft an "Approach to Scholarship" for each Chapter. By date?
- This draft of an "Approach to Scholarship for the Chapter" is approved by whom? by date? and becomes the guiding document used by the Chapter in administering NEWH scholarships within their Chapters.

GOAL 2 STATEMENT:

Design and implement training program for chapter scholarship directors.

- Work to have all judging procedures defined for chapters and develop a schedule of calls with no more than 3 chapters at a time. Brittany will help schedule and lead calls.
- Follow up with chapters for feedback and revise program as needed to improve effectiveness.

GOAL 2 MEASURE

This will likely be an ongoing training program, but we will assess the need for continuing training as we see an improvement in the number of underqualified student recipients.

GOAL 2 TIMING

Start: 1/1/2021
End: TBD

GOAL 1 MAJOR MILESTONES

- Jennifer and Brittany define judging procedures –
 - draft ready by date?
 - reviewed and approved by whom? by date?
- Brittany develop schedule of calls with Scholarship Directors (no more than 3 chapters at a time) by date?
- Jennifer and Brittany conduct training calls with Scholarship Directors, with aim to have all calls held by date?
- Jennifer and Brittany develop feedback instrument to gather input post-training

- draft ready by date?
- reviewed and approved by whom? by date?
- Brittany implement feedback instrument after each training session, gathering input for improvements
- Jennifer and Brittany incorporate improvements to training program based on feedback from participants for next training calls.

GOAL 3 STATEMENT

Start a dialogue with chapters about student recipient membership retention. Ask questions about how we are keeping students involved and how the student liaison is working in each chapter. Assemble information to better understand how we can utilize that position or expound on that position to further the development of our student members and help them transition into chapter professional members.

GOAL 3 MEASURE

We will know we reached this goal when we have enough information from chapters that we can start to develop a plan for higher retention.

GOAL 3 TIMING

Start:
End:

GOAL 3 MAJOR MILESTONES

- Determine if this dialogue will begin with a survey or a "focus group" or informal chats with Chapter Presidents / Student Liaison Board members – by date?
- Draft questions about how we are keeping students involved and how the student liaison is working in each chapter
- Draft of questions is approved by whom? by date?
- Ask questions of Chapters (using the methodology determined earlier) by date?
- Compile results, which are reviewed by whom?
- Using the results from the Chapters, WHO? drafts a plan for implementing steps for higher retention by date?
- The plan for implementing steps for higher retention is approved by whom? by date?
- A new goal regarding implementing the plan is developed.

DIRECTOR/SCHOLARSHIP

BRITTANY SPINNER

Job Purpose

- Direct the NEWH, Inc. Scholarship Program and assist NEWH, Inc. Chapters/Regional Groups as needed to understand and follow the Scholarship mission of NEWH, Inc.

JANUARY 2021

GOAL 1 STATEMENT:

Below is for notation as a part of the teamwork between Jennifer Wellman and Brittany Spinner's combined goal for the year:

In tandem with the VP of Scholarship, we will design and implement a training program for chapter scholarship directors and their committees.

- Work to have all judging procedures defined for chapters and develop a schedule of calls with no more than 3 chapters at a time.
- We will be reviewing the chapters that have scholarships that are closing. Once the chapter's scholarship has closed and they have their committee in place, we will reach out.
- Jennifer Wellman will handle the east side of the country for trainings and Brittany Spinner will handle the West side of the country for trainings.
- Afterwards, we will follow up with chapters for feedback and

revise program as needed to improve effectiveness.

GOAL 1 MEASURE

We will have reached our goal when:

- All of the chapters that year have received a training from Jennifer or I for that current year.
- We see a reduction in checks being returned to us due to a lack of financial need by the student

GOAL 1 TIMING

Start: February 2021
End: December 2021

This will be repeated yearly

GOAL 1 MAJOR MILESTONES

Each chapter to have received a training after their scholarships have closed by end of 2021.

GOAL 2 STATEMENT

Review the feedback received from our chapter surveys regarding the scholarship application financial form. Find ways to make the financial portion of the application less confusing and remove unclear portions to help reduce struggles that students may have in filling out the form.

GOAL 2 MEASURE

- We hope to see a reduction in questions or returned applications due to a lack of clarity in their finances
- Chapters will find that the applicants financial need is easier to decipher.

GOAL 2 TIMING

Start: February 2021

End: May 2021

GOAL 2 MAJOR MILESTONES

- Dissect feedback from the survey and compile notable requests for improvements.
- Work with Jennifer Wellman and Jena Seibel to update the form application with any adjustments that we see as suitable.
- Send a survey out at the end of the year to the chapters to inquire if the scholarship applications were improved and if they had fewer questions.

GENERAL COMMENTS

2020 SCHOLARSHIPS AWARDED BY CHAPTER

Chapter	2020	total # of awards	Total Given
Arizona	2,500.00	127	133,550.00
Atlanta	15,000.00	174	398,365.00
Atlantic City/Philadelphia	2,500.00	15	52,000.00
Chicago	41,000.00	154	491,073.73
Cincinnati Region	2,500.00	4	10,500.00
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	9,900.00	43	63,850.00
New York	50,500.00	265	747,500.00
North Carolina Region	-	4	10,000.00
North Central	10,000.00	51	92,000.00
Northwest	17,000.00	63	224,963.64
Orange County Region (Southern Counties)	3,700.00	71	100,650.00
Pittsburgh Region	1,500.00	6	16,500.00
Rocky Mountain	15,000.00	58	152,200.00
San Diego Region	-	3	3,000.00
San Francisco Bay Area	42,500.00	39	220,000.00
South Carolina	2,500.00	2	5,000.00
South Florida	29,450.00	112	210,450.00
Sunshine	25,000.00	88	278,500.00
Toronto	5,000.00	69	CAD 132,513.00
United Kingdom	-	31	GBP 56,536.88
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	\$ 512,770.69	2590	USD \$ 6,930,377.52

VP/EDUCATION

CHRISTINE WASMER

Job Purpose

- Oversee all actions of the stated NEWH, Inc. mission of Education.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization’s mission and needs.

JANUARY 2021

GOAL 1 STATEMENT

Education:

- Continue work on implementing education resource database library (EDonline) drawing expertise from hospitality community, build-out website for beta test by select chapters.
- Working with Dir. Education, provide approximately 2 virtual education events.

GOAL 1 MEASURE

EDonline:

Implementing complete system from content submittal to entry to website. Create measurement system to gauge value and areas for improvement.

- Goal to become established program that will require review and maintenance
- Education Virtual Events – complete two events in 2021.

GOAL 1 TIMING

EDonline – Goal has been in progress and will be ongoing as content is submitted, reviewed, updated and resource is maintained.

Education Virtual Events placeholder dates are March 31st and September 29th

GOAL 1 MAJOR MILESTONES

Continuous content collection.

- Utilize 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 Directors Education & 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

Green Voice:

- Review, strengthen Green voice initiatives, working with

Directors Education & Continuing Ed., as well as Green Voice Chair/Committee.

- Presentations at tradeshow,
- Online zoom presentations (2 per year)
- Ongoing review/revisit criteria and structure of the Green Voice Design Competition. (Design Competition goal to include working with VP & Director Scholarship).

Continuing Education:

Working with new Director Continuing Education, identify how best NEWH can serve membership and the hospitality community in identifying, presenting/catalog CEU's.

GOAL 2 MEASURE

GV Chair & committee brainstorming sessions held and completion of programs for 2021

- Release of new GV Design Competition criteria for 2021-2022.
- Review NEWH continuing education (SWOT) and establish new goals

GOAL 2 TIMING

- GV presentations to be completed for possible HD virtual and BD live presentation.
- GV virtual first presentation Jan. 27th and June 30th

GOAL 2 MAJOR MILESTONES

- 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
- Review current SME list and compile review of past GV presentations
- Identify new technology and trends in sustainable and WELL

Design Competition:

- 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. This may need a

separate committee for constant rewrite and review of the

competition moving forward.

DIRECTOR/EDUCATION

DALLAS BENTLEY

Job Purpose

- Manage development and implementation of educational programs to include ED Online, Green Voice sessions and any educational content that aligns with NEWH, Inc. mission.

JANUARY 2021

NO GOALS SUBMITTED

DIRECTOR/CONTINUING EDUCATION

BARBARA BRADLEY

Job Purpose

- Direct NEWH, Inc. Continuing Education initiatives and programs to meet high standards of recognized industry Continuing Education (CE) Providers, thus promoting the credibility and mission of NEWH, Inc.

JANUARY 2021

GOAL 1 STATEMENT

Promote and ensure delivery of CEU programs showcasing NEWH as a provider of current hospitality industry educational content for its members, students, and the hospitality industry.

GOAL 1 MEASURE

- Identify most needed, present-day industry topics through CEU committee investigations.
- Identify and update organizations aligned with providing approved CEUs, including accessibility to EDOnline and NEWH event presentations.
- Pursue and engage industry contributors for latest content.
- Collaborate with Marketing to promote NEWH brand of hospitality CEU offerings.
- Incorporate feedback from Quarterly Chapter calls with Scholarship and Programming on success of CEU programs and events.

GOAL 1 TIMING

February 2021: Committee to create survey for Chapters to recommend new CEU programs and categories for relevant industry continuing education. Marketing to review and approve. Outreach to high level industry partners for new content.

March 2021: Chapter surveys gathered. Committee to review, discuss and finalize program list and categories. New topics and programs submitted by industry contributors.

April 2021: Update NEWH online CEU offerings.

Continuous content to be updated throughout the year.

GOAL 1 MAJOR MILESTONES

- Finalize committee
- Committee makes recommendations for new CEU content approved by Marketing with focus on key categories

established in 2020.

- Online marketing and social media reflect new hospitality CEU offerings on NEWH website.

GOAL 2 STATEMENT

Ensure CEU programs follow best practices within the hospitality continuing education industry and reflect the educational integrity of NEWH, Inc.

GOAL 2 MEASURE

- Review pre-approved CEU programming list used by Chapters and NEWH event organizers to ensure alignment with best practices.
- Maintain State CEU guidelines, especially within an NEWH Chapter jurisdiction, defining professional licensing requirements for licensure and renewals.
- Ensure all CEU's posted online or offered by Chapters comply with IDCEC requirements of Health, Safety, and Welfare requirements.

GOAL 2 TIMING

Feb-Apr 2021: Ongoing review of current and new CEU programs offered by NEWH and website links.

June 2021: Mid-year assessment

GOAL 2 MAJOR MILESTONES

- Committee and Chapters endorse pre-approved CEU offerings and NEWH event
- Publish Best Practices CEU Guideline with links to State licensing requirements.

CHAIR/ED ONLINE

PENNY SHELTON

Job Purpose

- Develop and implement a program for online learning

JANUARY 2021

NO GOALS SUBMITTED

VP/EQUITY, INCLUSION, and DIVERSITY

LANÉE BURNS

Job Purpose

- Oversee all activities related to Equity, Inclusion and Diversity across NEWH, Inc.;
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

GOAL 1 STATEMENT

Each Chapter host at least one Equity, Inclusion, Diversity event a year to continue to educate the NEWH members and the NEWH community

GOAL 1 MEASURE

This goal will be achieved when chapters plan and post their EID event in their community

GOAL 1 TIMING

Start January 2021 to December 2021

GOAL 1 MAJOR MILESTONES

Not every chapter has an EID Director, will have to reach out to those chapters with no director and encourage them to fill that position.

GOAL 2 STATEMENT

Not every chapter has an EID Director, will have to reach out to those chapters with no director and encourage them to fill that position.

DIRECTOR/EQUITY, INCLUSION, and DIVERSITY

DEADERIA MORRIS-BOWMAN/Director

Job Purpose

- Direct NEWH, Inc. Equity, Inclusion and Diversity initiatives and assist NEWH, Inc. Chapters/Regional Groups as needed.

JANUARY 2021

GOAL 1 STATEMENT

Facilitate, assist, guide, and motivate the EID Committee to achieve the goals as outlined in our strategic planning meeting (12.29.20). Goals that are directly tied to our Objective, inspired by NEWH, Inc. and Lanee Burns, VP.

GOAL 1 MEASURE

We have begun our journey with a Strategic Planning Meeting to establish our 3 immediate goals to pursue and track. Sub-teams have been formed to divide and concur. Each team leader will track, document, and report the progress of each goal. It continues to be a group effort as we share and guide the Chapter Directors with ideas and efforts to educate and inspire.

GOAL 1 TIMING

The EID Committee started with a very successful EID Dialog by our consultant Rachel Williams. The Dialog was well received and served to ignite our members to learn more about NEWH and our efforts to educate and inspire.

The efforts we have initiated is the beginning of a continuous journey as we strive to weave the threads of Equity, Inclusion, and Diversity into the fabric of NEWH.

GOAL 1 MAJOR MILESTONES

Our major milestones include programs that attract and educate

GOAL 2 MEASURE

When these standards and practices have been established and sent to all chapters.

GOAL 2 TIMING

6 months

GOAL 2 MAJOR MILESTONES

Working and deciding on the proper standards and practices that will work with NEWH and the chapters

COMMENTS

I think that EID is off to a great start and as we continue to grow and get more focused, I know that we will be able to see the growth of this, not only on the NEWH Inc level, but throughout all of our International chapters.

our members. Each milestone will be an effort to be inclusive and attract new members and showcase new perspectives.

GOAL 2 STATEMENT

Educating and keeping our members informed about EID is this committee's responsibility. Each committee member is anxious, capable, and excited to collectively reach our goals.

GOAL 2 MEASURE

We can track our success through our social media efforts, our creation of a resource library, and our program attendees' comments. We can systematically request feedback to assess our performance in getting information to our hospitality community.

GOAL 2 TIMING

Our Social media efforts as well as providing reading materials have begun and will continue to build throughout the year.

GOAL 2 MAJOR MILESTONES

We are working to populate our EID tab on the NEWH Inc. website and will be able to direct our members as well as our future members for additional information and inspiration.

COMMENTS

It is an honor to serve on the EID committee.

VP/DEVELOPMENT

MONICA MEADE

Job Purpose

- Develop and facilitate the professional and personal growth of the NEWH, Inc. membership through Leadership Conference and membership initiatives.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

DIRECTOR/MEMBERSHIP

VANESSA VAUGHAN

Job Purpose

- Assist Chapter/Regional Group Directors/Membership maintain memberships, increase visibility to potential members, and promote NEWH, Inc.

JANUARY 2021

NO GOALS SUBMITTED

MEMBERSHIP REPORT BY CHAPTER

chapter	November 1, 2020	11/1/2020 w/ Students	2021 to date	2021 to date w/ Students	% of Change since November 2020 meeting w/o students	2021 non renewals		2021 new members/ past returning		voting members	non-voting	students
							Students are not reflected					
Arizona	120	145	117	137	-3%	1	0.9%	2	1.7%	82	35	20
Atlanta	342	554	385	563	13%	8	2.3%	15	4.4%	221	164	178
Chicago	297	376	292	365	-2%	4	1.3%	17	5.7%	217	75	73
Dallas	366	473	372	446	2%	6	1.6%	6	1.6%	261	111	74
Houston	133	190	148	196	11%	4	3.0%	6	4.5%	93	55	48
Las Vegas	177	237	166	202	-6%	5	2.8%	7	4.0%	113	53	36
Los Angeles Founding	228	272	211	244	-7%	5	2.2%	13	5.7%	168	43	33
Milano	45	45	63	63	40%	0	0.0%	12	26.7%	60	3	0
New York	400	487	406	474	1%	11	2.8%	14	3.5%	280	126	68
North Central	179	326	215	335	20%	6	3.4%	2	1.1%	105	110	120
Northwest	232	260	212	251	-9%	4	1.7%	3	1.3%	149	63	39
Paris	18	18	19	20	0%	0	0.0%	1	0.0%	17	2	1
Rocky Mountain	155	210	178	221	15%	3	1.9%	11	7.1%	130	48	43
San Francisco Bay	216	218	200	252	-7%	7	3.2%	2	0.9%	140	60	52
South Florida	266	313	250	285	-6%	9	3.4%	7	2.6%	193	57	35
Sunshine	236	292	230	276	-3%	6	2.5%	6	2.5%	182	48	46
Toronto	134	174	135	175	1%	3	2.2%	2	1.5%	105	30	40
United Kingdom	123	134	125	129	2%	1	0.8%	4	3.3%	101	24	4
Washington DC Metro	343	388	322	352	-6%	3	0.9%	5	1.5%	232	90	30
Atlantic Canada Region	1	1	1	1	0%	0	0.0%	0	0.0%	1	0	0
Atlantic City/Philadelphia	74	104	71	104	-4%	0	0.0%	0	0.0%	58	13	33
Cincinnati Region	57	133	70	120	23%	1	1.8%	1	1.8%	45	25	50
Hawaii Region	4	4	6	6	50%	0	0.0%	0	0.0%	2	4	0
Mid-South Region	85	120	101	157	19%	0	0.0%	4	4.7%	76	25	56
New England Region	97	126	105	128	8%	2	2.1%	4	4.1%	74	31	23
North Carolina Region	86	109	91	108	6%	1	1.2%	0	0.0%	48	43	17
Orange County Region	90	120	100	125	11%	1	1.1%	1	1.1%	63	37	25
Pittsburgh Region	42	49	41	51	-2%	0	0.0%	2	4.8%	33	8	10
Regional Members	36	37	47	49	31%	1	2.8%	3	8.3%	34	13	2
San Diego Region	2	2	1	1	-50%	0	0.0%	0	0.0%	1	0	0
South Carolina Region	35	43	37	41	6%	1	2.9%	1	2.9%	26	11	4
Vancouver Region	88	142	104	139	18%	1	1.1%	1	1.1%	57	47	35
edited 29-January-2021	4707	6102	4821	6016	2%	94	2.0%	152	3.2%	3367	1454	1195

REGIONAL MEMBERSHIP

Regional Areas	2021	2020	2019	2018	Regional Areas	2021	2020	2019	2018
Arkansas	2	2	2	1	Missouri/St. Louis	13	12	8	4
Asia/Pacific	5	4	1	2	Oklahoma	5	5	6	3
Germany	2	0			Spain	2	1		
Idaho	1	1	1		Utah	1	0		
India	1	0			Vietnam	1	0		
Indiana	5	6	6	5	Virginia		2	3	3
Michigan	2	3	4	5					

DIRECTOR/NEWH CONFERENCES

ALEXANDRA JONES

Job Purpose

- Plan and execute the biennial NEWH, Inc. Leadership Conference.

JANUARY 2021

NO GOALS SUBMITTED

VP/COMMUNICATIONS

HELEN REED

Job Purpose

- Oversee all activities related to communications designed to support the mission of NEWH, Inc.
- Promote NEWH, Inc. initiatives through marketing and communications.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

GOAL 1 STATEMENT

Establish a communication strategy using social media for NEWH, Inc. organizing the announcements of NEWH, Inc events over the year, the plan will include member highlights, scholarship winners, NEWH IBOD, Leadership Conference and other initiatives that the organization has throughout the year increasing awareness of the organization and all that we do as leaders in the hospitality industry. Strategy will include a calendar to be shared internally with the communication director, CEO, COO, President, EC and members of the NEWH staff.

GOAL 1 MEASURE

- Review each month to make sure announcements have been posted, review calendar as often as required with communication director and chair.
- Monthly review of insights to see tracking increase in NEWH following and growth of followers.
- Review of interaction with other groups through social media channels.

GOAL 1 TIMING

November 1, 2020- December 31, 2021

GOAL 1 MAJOR MILESTONES

Quarterly review and updates

GOAL 2 STATEMENT

Work with Chapter's social media and marketing to set up best practices, how to schedule post, social media training and scheduling.

GOAL 2 MEASURE

Increase use of chapters using social media for announcing chapter events and highlights.

GOAL 2 TIMING

February 2021

GOAL 2 MAJOR MILESTONES

Review during second quarter.

DIRECTOR/SOCIAL MEDIA

Job Purpose

- Provide marketing communications through online media for NEWH, Inc. and support initiatives and Chapter/Regional Group events and programs with international and regional marketing opportunities.

JANUARY 2021

NO GOALS SUBMITTED

VP/INTERNATIONAL RELATIONS – CANADA

TARA WITT

Job Purpose

- Develop and facilitate the NEWH, Inc. mission of scholarship, education, and networking throughout Canada, increasing the visibility/credibility of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

TARA WITT

Job Purpose

- Develop and facilitate the NEWH, Inc. mission of scholarship, education, and networking throughout Canada, increasing the visibility/credibility of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

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

In 2021, I am hoping to attend more Vancouver virtual events to help build strong relationships across boards. I also hope that we can host another combined event via NEWH Canada to bring both memberships together.

GOAL 2 STATEMENT

Identify and explore viability of new market opportunities throughout Canada.

GOAL 2 MEASURE

In 2020, I had set a goal to find ways to include Quebec (namely Montreal) in NEWH Toronto and Canada events. 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.

There were some setbacks due to the pandemic, but I hope to revisit this in 2021.

GOAL 2 TIMING

I hope to start planning in February, 2020 and plan to execute by summer of 2021.

GOAL 2 MAJOR MILESTONES

Identify a common element between provinces within the hospitality sector, and identify industry partners that may want to participate. Create a structure of an event, and promote it within the industry.

COMMENTS

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

JONATHAN YOUNG

Job Purpose

- Develop and facilitate a programme that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The programme should increase the visibility/credibility of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

NO GOALS SUBMITTED

PAST PRESIDENT

CYNTHIA GUTHRIE

Job Purpose

- Know parliamentary procedures and ensure meetings are conducted under these rules.
- Provide counsel to the NEWH, Inc. IBoD/Executive Committee.
- Advise NEWH, Inc. IBoD/Executive Committee on experiences related to past programs and initiatives to validate alignment with mission and feasibility of program success.
- Support NEWH, Inc. programs and initiatives with participation in events at the Chapters/Regional Groups when needed.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

GOAL 1 STATEMENT

To gather all materials & information to finalize a manual for the Leadership Conference to be used as a tool for all parties responsible for executing the biennial NEWH Leadership Conference.

GOAL 1 MEASURE

When NEWH staff has reviewed and confirmed all pertinent information & materials is complete in the manual.

GOAL 1 TIMING

January 2020 – February 2021

GOAL 1 MAJOR MILESTONES

- Compile all past conference information, forms, marketing templates, etc.

- Review with VP Development

- Present draft for review by NEWH staff – comments and additions (forms, templates, marketing graphics) & staff responsibilities

- Review & re-assemble as applicable to additions, review index, and present to VP Development, President and NEWH Staff for review & approval of use.

GOAL 2 STATEMENT

GOAL 2 MEASURE

GOAL 2 TIMING

GOAL 2 MAJOR MILESTONES

EXECUTIVE ADVISOR

TRISHA POOLE

Job Purpose

- Provide counsel to the NEWH, Inc. IBoD/Executive Committee.
- Advise NEWH, Inc. IBoD/Executive Committee on experiences related to past programs and initiatives to validate alignment with mission and feasibility of program success.
- Support NEWH, Inc. programs and initiatives with participation in events at the Chapters/Regional Groups when needed.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

JANUARY 2021

NO GOALS SUBMITTED

DIRECTOR/BRAND PROGRAMS

DEBBIE MCKELVEY

Job Purpose

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

JANUARY 2021

NO GOALS SUBMITTED

CHAIR/BRANDED

LESLIE ANDERSON

Job Purpose

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

JANUARY 2021

NO GOALS SUBMITTED

CHAIR/BRANDED

STEPHANIE DESHAIES

Job Purpose

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

JANUARY 2021

NO GOALS SUBMITTED

NEWH STAFF

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

2021 BOARDS

Mandatory Discipline Training – Remind ALL voting board directors to participate in the mandatory discipline training calls for their respective position by February 7th. All voting chapter board members were emailed a link to their mandatory training video. (The links can also be found in the Board Resources on the NEWH website under Board Training.) All voting board members must submit the completed questionnaire to the NEWH office for their participation to be confirmed. Regional steering committee members were also emailed the video training links and we encouraged them to review the training videos. Since some specific calls/positions may not pertain to regional groups directly (treasurer, VPs, fundraising, etc.) and regional groups do not follow the exact same structure or policies as chapters, regional steering committee members were not required to return a completed question sheet. (NOTE: Though many current board members are remaining in their board position for 2021, participation is still required in the mandatory calls.)

Ensure a Smooth Transition into 2021 – If your board has any changes or new has newly appointed directors or chairs, please be sure to alert the NEWH office as soon as possible so the office can update the database and the new individuals are pulled for conference call invites, important board information, and show upon the website in your board roster.

Board Training/ Strategic Planning – Please see Chapter/ Regional Board Training schedule. Current plan is to have training virtual until safe travel / gathering begins again.

Chapter Business Plan – The business plan is a basic roadmap for your chapter as you plan for this year. Use this in your strategic planning meetings. The business plan is due to the NEWH Inc. office by the end of February.

Chapter Budget – All budget templates have been emailed out. Your 2021 budget should be reviewed and approved and submitted with your chapter business plan (no later than end of February). Chapters should not be spending any money until there is an approved budget in place. 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. If there are any questions regarding budget dollars, please reach out to Susan Huntington in the INC office.

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 – Are you planning 2021 events (virtual or in-person) that are inviting and intriguing to members and potential members to attend? Remember - everything revolves around programming. If your programs are content rich, people will want to attend. Not sure what members are looking for? Conduct a member interest survey and ask your members what they would come to and what would make them join (contact Diane at the NEWH, Inc. office to set this up).

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/>

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

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.

EVENTS

Event Calendar – As soon as you have solid 2021 calendar dates for your events, please be sure contact Diane at the NEWH Office to add to your website calendar. Many individuals from other areas may plan to attend your virtual (or hopefully soon, in-person events) and plan their calendar around events they can attend. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your calendar is correct.

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. If you have a great idea, share with the NEWH office so we can add that to the list!

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!

Registration for virtual events with a Ticket Cost will be done on

the NEWH website in order to process those payments.

Chapters/regional board members will be given a link to the RSVP data so they can email the registered attendees the Zoom link to the event. Remember to show member value as you plan your events – allowing members to participate for free and charging a nonmember a fee will show value to your members, and hopefully will encourage nonmembers to join.

Sponsorships - Even during this uncertain time, companies are reaching out asking about 2021 sponsorship opportunities. 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, TX April 2021 has been rescheduled to March 22nd, 2022. Currently we are working on rescheduling Atlanta for 2022. The plan is to review and hopefully move forward with Bethesda, MD June 10th, 2021 and Houston, TX October 5th, 2021. We are reviewing 2022 schedule and adjusting rotation of NEWH Tradeshows. We will reach out to chapters that typically would be hosting a show to let them know if they will be on a 2022 or 2023 rotation. Virtual Resource platforms are still being researched.

2022 Leadership Conference February 17-19, 2022 Please discuss with your board/chapter interest in attending the conference and look at budgeting, if chapter funds are available, partial cost of board members may be covered by the chapter to attend the conference (See sending students under scholarship section). Guidelines and suggestions will be coming out shortly.

SCHOLARSHIP

Scholarship awards: With fundraisers still uncertain, while planning 2021 budgets, remember to keep your total awarded scholarship dollars 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.

NEWH Leadership Conference February 17-19, 2022 (Seattle): Discuss, budget and vote to approve sending students/scholarship recipients (most chapters send 1-2 pending on available funds). Chapters can use admin/scholarship funds to cover conference pass, airfare and double occupancy lodging costs (if the chapter has excess funds). Watch for early bird deadlines for registration and hotel costs.

Engage educators and students and build connections: 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 has sent the schools lists for your chapter to update prior to opening your 2021 scholarships.

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.

Facebook: Each chapter has their own Facebook page. Please be proactive and keep your FB current with chapter happenings. If you need to add an editor to your page, any current editor can do that – on the Settings/Page Roles section of your chapter Facebook page. The password it asks for is your own personal Facebook password (there is no special password for your NEWH chapter pages).

Instagram: Please see the board resources/marketing section for updated Instagram guidelines.

LinkedIn: Chapters can establish their own LinkedIn account.

Twitter: NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted.

FINANCE

Banking

- Signature card process is underway. We have received several

Chapter's cards back - Thank you! Still have a few in circulation – please get those to INC as soon as possible. If your board did not change for 2021 – updated cards are not required.

- 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.

Payment Apps

- GoPayment: Although as in-person events haven't been happening as frequent, the GoPayment App is still available for use.
- Zelle: NEW for 2021! With Zelle – your people can Send money straight from their banking app to NEWH's bank account. Best part - NO FEES! (credit cards not accepted)
- 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

- 2021 budgets should be in the works and are due mid-February.
- 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.
- It is highly suggested to only grant a maximum of ¼ of your Chapter's scholarship account balance due to a shortfall of fundraising \$\$ in 2020 and 2021.
- 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: Susan Huntington
 - Programming/Fundraising – Diane Federwitz;
Event RSVPs – Julie Hartmann
 - Regional Tradeshow/Corporate Partners / Leadership Conference– Jena Seibel or Brenda Peterson
 - Green Voice – Hillary Eggebrecht
 - Website/Newsletters – Diane Federwitz
 - Marketing/Social Media – Hillary Eggebrecht
- Other questions – just call, we would be glad to help!

ARIZONA

Michelle Purcell, delegate

chartered May 5, 1995

MEMBERSHIP

Our membership has been holding steady and with not a ton of new General Members, the Arizona Chapter is working on ways to highlight and bring more value to existing members, especially Chapter Level Business Members.

PROGRAMMING

The Arizona Chapter currently does not have a 2021 Programming Director and have not had one since mid-2020 and this has impacted the quantity of events the board has been able to put together. We featured two 2020 TopID Firms and are working hard to honor the final 2020 TopID Firm before we officially announce our 2021 TopID Firms. All of our virtual events have been very well attended! We also had a very successful socially distant Blood Drive and hope to modify this outdoor event with a "trunk show" in 2021.

SCHOLARSHIP

The Arizona Chapter gave out two \$1,250.00 scholarships in 2020 and look forward to honoring those students in 2021 since our annual fundraiser is typically held in December and was cancelled. Kai Burkle studying Hotel & Restaurant Management at Northern Arizona University and Taraneh Darvish studying Interior Design at Arizona State University.

FUNDRAISING

The Arizona Chapter currently does not have a 2021 Fundraising Director. We are hoping to still engage the committee members and ensure to raise money for scholarships this year! Our annual Fundraiser, NEWHonors, will need to be modified in 2021 to a virtual platform but this will allow us recognize the design excellence within our region and ensure funds are coming into our scholarship account.

OTHER CHAPTER HIGHLIGHTS

In 2020, two of our regions design firms were featured in PROJECT in the NEWH Magazine. Mendil + Meyer Design Studio was honored to have their hotel design selected for the NEWH Beyond Special Edition Magazine. 2020 allowed us to be more active on social media and support local businesses, feature more restaurants, and women-led restaurants. We are hoping these community members will become members in the future!

CHAPTER/REGION GOAL

Goals that our chapter had set for 2020 weren't fully achieved but we

look forward to scheduling Trudy Training to ensure we are holding ourselves accountable on goals and evaluating them as needed!

Some goals included:

- Increasing membership in New Mexico
- Obtaining Annual Sponsor(s)
- Featuring our members more on social media
- Provide a mentoring session/discussion at a school or hold a student event.

REPORT BACK TO CHAPTER/REGION

Yes, I am a past and current delegate and I provide reports to the NEWH/AZ Board. I haven't received positive or negative feedback. I do recommend all board members attend IBOD meetings to better understand the inner workings of the organization and to take advantage of the opportunity to collaborate with other chapters during breakout sessions.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- Onboarding new board members
- Strategic Planning
- Social media templates that other chapters/regions use to announce TopID.
- Where does a Chapter Marketing Director find the TopID 2021 logo to create its own template??

Staff note: Be sure all voting board members have completed their mandatory board training (sent to all board members from the NEWH office) – the training video outlines their role in detail. As you appoint voting board members throughout the year, you can direct them to complete the mandatory training – all of the training video links can be found in the Board Resources section of the website in the Board Training area. If your chapter would like a strategic planning session with Trudy, please contact Jena in the NEWH office to schedule (jena.seibel@newh.org).

Up until this point chapters have been creating their own graphics. Hillary & Helen are currently working on templates for chapters to use for events such as TopID, Scholarships etc. We will be scheduling a zoom call in March 2021 to walk through other resources chapters can use and chapters can ask questions.

Chapters can request a TopID 2021 logo from Diane in the NEWH Inc. office.

ATLANTA

Tara Hebert & Penny Shelton, 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 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

Athena Slejko & Jessica Vos, delegates

chartered August 12, 1991

NO REPORT SUBMITTED

CINCINNATI REGION

Bimal Patel, steering chair

NO REPORT SUBMITTED

DALLAS

Courtney Callahan & Heather Scott, delegates

chartered August 12, 1991

MEMBERSHIP

Unfortunately, our membership is quite low with so many people being on restricted salaries or unemployed currently. We are trying to keep our events low cost or donation based to keep everyone involved.

PROGRAMMING

In February we hosted a color forecasting event after work where Sherwin Williams presented color trends for the year. After COVID we had 3 successful Instagram live interviews with Duncan Design Group, Waldrop+Nichols and Studio 11 showcasing local projects that had been recently completed. To end the year on a high note and give back to the community we hosted a drive through Canned Gala where we collected a total of 3,902 pounds of non-perishable food items that were donated to a local food pantry.

SCHOLARSHIP

We were able to award 7 scholarships totaling twenty-nine thousand dollars. We did not get to do a traditional scholarship

dinner to present the awards due to COVID but we were able to do an Instagram spotlight of each student to share with our members.

FUNDRAISING

We were not able to have our traditional fundraising event due to COVID, but we did end up collecting around four thousand dollars of restricted contributions with small events we held throughout the year.

CHAPTER/REGION GOAL

Our goal for this year is to try and raise more money via restricted contributions donated for small digital events throughout the year. We are currently working on a \$30 for our 30th anniversary as a chapter campaign to bring in a small donation that can be matched by larger companies.

REPORT BACK TO CHAPTER/REGION

Yes, the board appreciates hearing what is going on nationally and how other chapters are handling this new normal.

HOUSTON

Kristin Kubala & Leena Nancy, delegates

chartered February 17, 1992

NO REPORT SUBMITTED

LAS VEGAS

Edgar Gutierrez & Jonathan Kaler, delegates

chartered March 26, 1991

NO REPORT SUBMITTED

LOS ANGELES

Kortney Edge, Alison Gasser, & Natasha Gomez, delegates

founded October 1984

MEMBERSHIP

We are currently at a total of 193 members. This includes 95 general members, 12 education professionals, 38 student members, 28 corporate members, 46-chapter level business members, and 1 brand level member.

PROGRAMMING

1. JANUARY – MEMBERSHIP Still working to develop some sort of virtual event that will encourage membership. Trying to find a Treasurer and Scholarship Director.
2. FEBRUARY – FUNDRAISING Tentatively planning a charcuterie board creating workshop for 2/25 and also including a virtual Awards Ceremony for our 2020 Scholarship Winners during our board meeting on 2/10.
3. MARCH – PROGRAMMING Tentatively planning an accounting workshop for self-employed designers/vendors on 3/18 and also including a virtual Round Table Discussion with our 2020 TopID Winners during our board meeting on 3/3.
4. APRIL – FUNDRAISING Tentatively planning a Mixology Class for 4/22 and also including a virtual Meet Your Board Presentation during our board meeting on 4/7.
5. MAY – DIVERSITY. Tentatively planning a movie or book club

event that focuses on either a book or movie that addresses a diversity issue for 5/20 and also including a virtual presentation that highlights diverse members of our community during our board meeting on 2/10.

6. JUNE – PROGRAMMING (summer series) Considering a Summer Game Series. Tentatively set for 6/17. Looking into hosting a virtual portfolio review for our student members during our board meeting on 6/2.
7. JULY – PROGRAMMING (summer series) Considering a Summer Game Series. Tentatively set for 7/22. Looking into hosting a virtual project presentation by one of our TopID Winners during our board meeting on 7/7.
8. AUGUST – PROGRAMMING (summer series) Considering a Summer Game Series. Tentatively set for 8/19. Looking into hosting a virtual project presentation by one of our TopID Winners during our board meeting on 8/4.
9. SEPTEMBER – FUNDRAISING Tentatively planning our TopID and Scholarship Brunch for 9/19 and also including a virtual presentation that focuses on our Scholarship Winners during our board meeting on 9/1.
10. OCTOBER – PROGRAMMING Tentatively planning a digital meeting workshop (website building, digital portfolio, etc.) on 10/121 and also including a virtual presentation to recruit Board Members for the 2022 Board during our meeting on 10/6.
11. NOVEMBER – FUNDRAISING Tentatively planning a Holiday Gift Making Class for 11/18 and also including a virtual Meet the Scholarship Mentors during our board meeting on 11/3.
12. DECEMBER – FUNDRAISING Tentatively planning a Diversity Wine Tasting Event for 12/16 and also including a virtual presentation to recruit develop committees for 2022 during our board meeting on 12/1.

SCHOLARSHIP

We are aiming to host a virtual scholarship presentation for our 2020 winners in early February. This will include presentations by the winners, that showcases their work and hopefully helps connect them with future internships and jobs. We are currently looking for a Scholarship Director but are continuing to move forward with the goal of having our scholarship applications due April 1st and then awarding the scholarships at the end of the month.

FUNDRAISING

A big fundraising event has been put on hold as we do not feel it appropriate to ask for money while so many of our members and vendors are struggling during this time. We have decided to begin charging for our virtual events, with an upcharge for non-members, to begin building up our accounts and also encourage more memberships.

We are also looking into the option of an annual sponsorship for vendors.

OTHER CHAPTER HIGHLIGHTS

We are looking to add more than one event to the calendar per month. One of the ideas is to do a monthly virtual yoga/meditation event of the last Friday of each month, in addition to another rotating monthly event

CHAPTER/REGION GOAL

1. Continue to create community while we are all separated.
2. Develop ways to start charging for events and also bring back the benefits of an NEWH membership.
3. Fundraising & Sponsorships. Looking into ideas for yearly vendor sponsorships.

MID-SOUTH REGION

Courtney Crosby, steering committee chair

chartered July 23, 1991

MEMBERSHIP

Membership increased in the beginning of the year with the announcement/expansion into Nashville, but has recently simply remained steady. I anticipate some increase in 2021, but it will be difficult considering most of the region is still working from home.

PROGRAMMING

We have some great virtual tours penciled in for 2021, including the Curio Central Station in Memphis and the Virgin Hotel in Nashville. After great success with our Trunks show this past November, we are planning to do another set of Trunk Shows this May.

SCHOLARSHIP

Our 2020 Scholarship winner has agreed to be our 2021 Student Liaison. We are looking forward to getting her perspective on how

to better serve our local schools and increase student involvement.

FUNDRAISING

We used the Memphis and Nashville Trunk Shows as an opportunity to raise scholarship funds. We will likely use this same model in May 2021.

CHAPTER/REGION GOAL

Increase our presence / awareness with local schools. We will assign a contact for each school to help foster a relationship and increase student involvement.

REPORT BACK TO CHAPTER/REGION

Encouraged by the EID initiatives, enjoying the ability to attend virtual events in various Chapters to see what others are doing.

MILANO

Enrico Cleva, chapter president

MEMBERSHIP

Running over 60 members in the first year, targeting 70 before the spring. We want to work on the lodging program to push on Hotels memberships.

PROGRAMMING

Besides the EU and North American programs, we are working on two chapter's events. The pandemic makes it very difficult to plan an in-person event.

SCHOLARSHIP

Working on a MoU with Politecnico di Milano University (design) for discounts and scholarships and and agreement with

Università Bocconi (economics), mostly for a discount on their courses.

FUNDRAISING

Only a small activity to sustain chapter communication (video for the TopID) and contributes for the La Pause webinar series.

OTHER CHAPTER HIGHLIGHTS

Nomination of one or two chairs to sustain the lodging program and the marketing activities.

CHAPTER/REGION GOAL

70 members by the end of the winter. Another event with AREL in the first semester

NEW ENGLAND REGION

Kelly Irvolino, steering committee chair

(originally chartered November 4, 1992)

NO REPORT SUBMITTED

NEW YORK

Mark Cunningham & Tory Knoph delegates

chartered July 23, 1991

MEMBERSHIP

Covid has certainly presented a challenging year! We have come up with strategic ways to maintain membership and focused quite a bit on increasing student membership this year. Our goal was to provide support and consistency to our current members and give all members a place to stay connected and network.

We have our 2nd student mentoring event on Jan 13th where we are focusing on growing student memberships while giving students guidance on career paths within our industry. Our volunteer mentors are from diversified fields in our industry including design, manufacturing, and purchasing to enlighten upcoming graduates to the many careers that exist in hospitality.

We've collaborated with our Social Media group for "Member Monday", which highlights current NY designers, students and board members on our social media platforms. This is meant to keep members connected and show another wonderful benefit of membership. On Jan 27th (tentative date) we will have our 2nd New Member/potential member virtual coffee chat. designed to familiarize new and potential NEWH NY members to all the benefits and happenings in our chapter.

2021 Goals

- Collaborate with programming / Toasty Tuesday for "sponsor a member" drive. Prizes for sponsoring a member can include an Insta takeover, gift cards or other incentives.
- Scheduled social media messages promoting membership.
- Quarterly coffee chats
- 3rd student mentoring event in the fall
- Committee Recruitment and quarterly think tanks
- Discounted membership campaign for 2021
- Project spotlight campaign starting in March. Social media posts connecting design firm and Vendor(s) spotlighting the collaboration on a specific project. This can be multiple vendors when applicable, all participants will have to be a current or sign up to be a member to participate. This will not only show off our talented designers and their beautiful work, but also help vendors get a little extra social media presence.

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

PROGRAMMING

January 2021

- Event: Toasty Tuesday with a Twist: An evening of Professional Growth & Personal Wellness
- Date: January 19, 2021 from 5:30pm – 7:00pm
- This month's Toasty Tuesday will be collaboration with programming & Business Development. The event of Professional Growth & Personal Wellness consisting of 2 segments.
 - Starting with our "Think Tank" Town Hall lead by our Chair of Business Development, Jennifer Mehra (Meh-Hair-Rah).
 - Then followed by an empowering Yoga & Meditation Session with Emily Blackwell.
- Other parts of the evening will include inspiring words from our new executive Board Members, breakouts sessions during the Town Hall, and a short intermission including gift giveaways

sponsored by some of Business Level Chapter Members.

CONTINUING EDUCATION UNITS

December 2020

We hosted 2 CEUs, for 1 credit each with on average attendance of approximately 25-30 attendees.

We finished off the month and year with an Educational Session that was a collaboration of two non-competing Industry Partners. Maya Romanoff started the event off with a tour of their Wallcovering Factory where we learned how to make 3 types of artisan handmade wallcoverings. They also provided some members with their Vision Board Kit that we were able to create during the second half of the session.

Then in spirit of NEWH & networking and collaboration, Bunchful, then should us how to use those wallcoverings in some gift wrapping techniques. They also gave a presentation on "How to professional & personally gift give".

Average attendance of approximately 25-30 attendees.

Moving forward we will continue CEUs on Tuesday @ 1:00pm EST but only the 2nd & 4th Tuesday of each month. We are currently scheduled up until the summer and more to come. The new Committee Chair is looking to expand our audience and find a bigger voice for CEUs on the designer side.

SCHOLARSHIP

The NEWH New York Chapter dramatically changed how it connected to the community in 2020. This was especially true for scholarships and how we engaged with students. We pivoted quickly from planned in-person events and meetings to virtual versions with great success. We expect that these virtual processes will continue into 2021, and that some of the more successful events may continue beyond the time of COVID-19.

As mentioned at the beginning of 2020, we proceeded with awarding the full amount of \$50,500 in scholarships to students. This resulted in 15 students from 8 schools and a variety of majors including Interior Design, Hospitality Management, and Culinary Arts receiving educational assistance from NEWH. We also experienced a significant increase in student membership due to increase engagement via our virtual events.

Additionally, we need to make special note of our virtual CEUs, which were launched by Erica Puccio and achieved incredible success. This is something that we will continue to develop under the strong leadership of Melynda Mannix in 2021.

Goals for 2021 include

- Expanding engagement with schools that are relatively new to NEWH. We awarded scholarships to students from schools that have not previously received them in 2020, and we're hoping to turn these into long lasting relationships between our organization and the schools.
- Continuation and growth of CEUs, with the possibility of some in-person events by end of year (COVID-permitting).
- Our 3rd student mentoring event in collaboration with Membership in the Fall! These have been very successful in driving students to join NEWH.
- Maximizing scholarship dollars allocated to students and maintaining a broad reach with whom we are awarding these

to, with specific emphasis on their need as well as their interest in working in and engaging with the hospitality industry.

- Increasing engagement with the educators in order to get them to both join and get involved with NEWH, thereby leading to more promotion of our organization and the benefits that it can provide (including scholarships) to their students.

For 2021, we will continue to increase our outreach to the future of the hospitality community.

FUNDRAISING

Looking into 2021, there's still uncertainty around what events will look like and the tolerance for public gatherings. Given that our largest fundraising initiatives are tied around the in-market attendance of other New York events (NYU Real Estate Conference, HD Awards and BDNY), we will be monitoring how they proceed in addition to our strategic planning. At this point, it's safe to predict that the Owners Roundtable will be virtual as summer will still be too soon for travel and in-person gatherings. Our intent for Product Runway in the fall will be to bring it back at an outdoor setting – as our hope is that the vaccines will be rolled out enough to make people comfortable with a socially distanced fundraising event. Stay tuned!

OTHER CHAPTER HIGHLIGHTS

Really ramping up our strategic planning and goals for 2021. Did a lot of good ground work, discussions and plans in 2020 so happy to work with Trudy and all the new directors!

NORTH CAROLINA REGION

Benjamin Wells, steering committee chair

NO REPORT SUBMITTED

NORTH CENTRAL

Valentina Castellon & Korrin Howard, delegates

chartered December 11, 2000

NO REPORT SUBMITTED

NORTHWEST

Kelly Knowles & Karen Rains, delegates

chartered March 23, 1995

MEMBERSHIP

We have begun pre-planning with our rollover Membership 2021 Chair on special strategies to reach out to lapsed/lapsing members, and looking into new ways to reach and retain student members. We set out the year targeting an overall membership growth (on top of retention) and have been able to steadily retain current membership during the pandemic. We want to refocus on membership growth in 2021.

PROGRAMMING

We are looking forward to Virtual Tours for 2021 and are hosting our first on January 28th. As 2020 came to a close, we found new ways to honor our TopID through virtual hotel tours at properties outside of the immediate Seattle area, and were able to maintain a very successful Savor At Home event in October. We are currently working on finalizing our 2021 calendar of events with a mix of virtual and outdoor masked mingling.

SCHOLARSHIP

We are working on a preliminary timeline for the 2021 Scholarship program with a focus on outreach to new schools this year. Scholarship recipients will be celebrated and recognized at the Savor event to give them exposure and the ability to network with industry professionals. Finally, we are identifying strategies to offer value to our scholarship winners and applicants to keep them engaged with NEWH. While 2020 was an unexpected year financially, we were still able to offer scholarships to students.

FUNDRAISING

CHAPTER/REGION GOAL

Have a virtual Strategic Planning Session scheduled for 2/2 with Trudy Craven. We plan to submit a comprehensive business plan and budget afterward to navigate 2021. Hold events that are meaningful and not over "zoom" our volunteers and members.

REPORT BACK TO CHAPTER/REGION

Yes, good feedback overall and share meeting notes and reports.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Collaborating on virtual initiatives and sharing resources with other chapters as we navigate this new normal. Keeping connected on what other chapters are investing in to see if we can share these tools. (i.e., Zoom Webinar).

Staff note: Keep an eye on what other chapters are planning – check out their event/event recap pages, see what virtual events are currently happening (and feel free to participate!) under the Events tab - Chapter and Regional Virtual Events, or sign up to be on chapter/regional email broadcast lists so you will receive emailed event notices. The NEWH office will also work to keep the virtual event ideas document updated as new ideas come through – you can find Virtual Event Ideas in the Board Resources area of the website under Programming/Fundraising. Also, chapter presidents/VPs and participate in the monthly Staying Connected calls.

We have taken a different course this year with beginning outreach for our 2021 Annual Sponsorships. We have extended a discount to our 2020 Sponsors as well as offering new vendors the opportunity to sponsor. Since the value of sponsorship has increasing become less about events we have begun to look at what we can offer our sponsors outside of events on a virtual platform whether it's social media take overs or features or educational factory tour opportunities. We have a goal of recapturing as many of the annual sponsors from last year in order to prefund events and programming throughout the year.

OTHER CHAPTER HIGHLIGHTS

In many ways, we turned an unexpected crisis year through public health and social injustice into a year of growth for our chapter. We rolled out our inaugural round of our book club Deleted Pages, discussing "Notes from a Young Black Chef" by Kwame Onwuachi. We kept this in house amongst our board members as a way of beta testing a new joint venture between our Education team and Diversity team.

While we weren't able to hold our annual fundraiser in June, we were able to still host a very successful virtual fundraiser using the platform AirMeet in October. This platform allowed people to join "tables," seeing faces virtually that many of us haven't been able to see in months.

CHAPTER/REGION GOAL

Given the current pandemic, we are aiming to increase our online presence through educational and programming events. Finding new

ways to provide a value to our membership and sponsors. We want to provide more educational opportunities, leadership development, and creative educational content regardless of CEU credit.

REPORT BACK TO CHAPTER/REGION

Yes! Our board is always excited to send more representatives in order to maximize breakout information.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

With regards to Marketing and Social Media posting, we are consistently running into issues and duplicate efforts between our chapter's schedule posts and event marketing needs, and Inc.'s own posts, as well as posting on our pages. We understand there is a process, but we would like to work together to know when posts

will be happening so we don't double post and create confusion or conflicts of 'likes' on our page.

Staff note: The NEWH office uses Hootsuite to post chapter/regional event notices that are broadcasted out – the event is posted on the NEWH, Inc. Facebook page, the chapter's Facebook page, NEWH's Twitter account, and NEWH's LinkedIn account and scheduled for the same time the email broadcasts go out. Some chapters are not as active on their Facebook pages so we do want to be sure the events are posted there. If you DO NOT want the event posted on your Facebook page, it is not a problem. Please just be sure to request that when your chapter sends in its broadcast request to Diane and let her know that you will be posting on your own chapter Facebook page.

ORANGE COUNTY REGION

Jennifer Dorr, steering committee chair

September 9, 2008

NO REPORT SUBMITTED

PARIS

Gwendoline Theodet, chapter president

NO REPORT SUBMITTED

PITTSBURGH REGION

Julie Zanella, steering committee chair

NO REPORT SUBMITTED

ROCKY MOUNTAIN

Nicole Brindle & Rebecca Rotar, delegates

chartered December 2, 1991

MEMBERSHIP

CEU's

Our CEUs were very successful for 2020, and we received national attention and attendance for these so we will continue them into 2021 on a monthly basis. We have also filled the CEU chair position.

To continue to add value for our members, we will be offering most if not all, of our 2021 virtual events at no charge, and charging a small fee for non-members.

Our hope is that all the momentum that we gained in 2020 from our successful digital events will drive more memberships this year.

Member Outreach

In 2021, we will send out 1-2 membership surveys to see what types of programming they would like to see. We know from our last survey that people are eager to attend in-person events.

For the second year in a row, we have a very strong and dedicated person serving as Membership Director so we hope that he can build off the work accomplished last year, really creating that personal experience and asking individuals what they would like to see from our chapter, and asking what they need from us.

As in-person events pick back up we would like to continue creating printed name badges for everyone using the guest list- we will have special "new member" labels for members who have joined within the last quarter.

With 4 student liaisons this year we are anticipating an uptick in new student members, and thus more scholarship applicants in the years to come! We are extending our reach beyond the design industry, to gain more students from culinary, event management, and hospitality management.

PROGRAMMING

Virtual Wellness

In late January, 2021 we will host a virtual wellness meditation using singing bowls. Shaw Contract/Hospitality is sponsoring.

Registration is free for members, \$5 for non-members.

Virtual Culinary Program

For Valentine's Day looking to hold another virtual event. Still in the planning stages, may do another event with the head chef from MSU. We would look for sponsors or use annual sponsor funds to provide groceries for first 30 local members who sign up.

Virtual Hotel Tour

We are planning another hotel tour in late spring or summer. Have a couple of properties in mind, but will be speaking with the design firms involved. We are also considering highlighting firms in other states that we would like to get more involved in our chapter (NE, WY, and possibly UT). Our virtual events are the perfect opportunity to get those people involved.

Top ID Event

We are hoping we can host this in person, so are planning for the fall for this event. If for some reason this is not possible, we will host virtually like last year, since that was one of our most successful events.

Other Miscellaneous Events:

Strategic Alliance event – looking at what is happening around the city to see what we can align ourselves with to help broaden our membership and overall awareness of NEWH

Dog/Picnic related event – slated for summer! Something outside when hopefully we'll be able to have in person events again.

Regional Mixer (Virtual) – involving nearby states. We will source these contacts from the reps on our board and see if we can create more awareness of our chapter and get to know each other.

Bowling/Holiday Event – we are contemplating on hosting this event in early December pending the outcome of vaccines this year. This has been a great fundraiser for us so we would love to get back to hosting this as it is a favorite of the board and the membership base.

SCHOLARSHIP

Our board is planning to award \$10,000 in scholarships this year.

Our scholarship committee has received the applications and will be reviewing them this month.

On February 5th they will notify students that will be interviewed via Zoom. Interviews will be conducted February 13th & 14th and the winners will be notified on February 22nd.

Rocky Mountain Chapter 2021 Scholarship Schedule:

- Scholarship Applications Released: October 01, 2020
- January 01, 2021: Deadline for Submissions
- February 13th & 14th: Conduct Interviews via Zoom
- February 22nd: Notify Winners
- October (tentative): Awards Event – in person

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.

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

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.

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.

This year we will continue to host free virtual events for members, and we will start charging for non-members. We do anticipate charging members a smaller fee for some of our larger events, especially if those are in person. We are hoping we can start getting back to normal this year in terms of fundraising.

For 2021, we will solicit sponsor money for each event (opposed to relying heavily on the annual sponsor funds). Everyone on the board is in agreement that those companies that are doing well are willing to sponsor. This will give sponsors flexibility during these unknown times.

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.

SAN FRANCISCO BAY AREA

Johanna Malen, delegate

chartered June 1, 2010

NO REPORT SUBMITTED

SOUTH CAROLINA REGION

Penny McPeak, Steering Committee Chair Elect

MEMBERSHIP

Our membership numbers dropped a few at the end of 2020 and starting this year. We have 39 members with a new application from a multi-line rep in Florence, SC.

PROGRAMMING

We have held two events so far this year: CEU by C2C Furniture and our Top ID and Scholarship award event – both very well attended with approx. 18 at the CEU and 21 attendees during the TOP ID and Scholar-

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!

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. Our successful virtual events have certainly helped in generating the interest!

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.

CHAPTER/REGION GOAL

We would really like to reach out to some of the culinary students at MSU and have them cater one of our events. We think it will be a great way to bring them into the fold, and it would be mutually beneficial since it would give them the opportunity to cater a professional event. We have been discussing this for a few years and would really like to make it happen later this year once restrictions lift! We have a great connection with the head Chef at MSU, Chef Jackson Lamb, he has been incredibly supportive of our chapter and we will work with him to coordinate a time that works for the students. We will need to plan our event around them but we feel it would be worthwhile!

REPORT BACK TO CHAPTER/REGION

Yes, typically I take notes and bring any info I feel would be most relevant and helpful to our chapter specifically. After every IBOD meeting we add a section to our agenda for updates, and ask everyone who attended to share their takeaways. I think everyone is always interested to hear what other chapters are doing. Now that we are doing virtual IBOD meetings I think we should extend the invitation to all board members because people are really curious to see how we operate as a whole, and it might elevate their perception of their role.

Staff note: The invitation to the IBOD meeting does go out to all chapter board members and board members are welcome and encouraged to attend!

ship event – both virtual. This was our third award for TOP ID with (3) winning firms: POND Interiors, Elementum Interiors and J. Banks.

SCHOLARSHIP

We awarded our second scholarship to a culinary student in Spartanburg, SC. Most appreciative and well deserved for her 4.0 GPA and full time mom, too.

FUNDRAISING

We have not had any fundraising events just yet this year and both

events so far were free to attendees.

OTHER CHAPTER HIGHLIGHTS

We almost have a full board. We are currently missing a student liaison, but will discuss a liaison per school rather than one for the entire state. We'll review and discuss during our meeting on Jan. 29, 2021.

CHAPTER/REGION GOAL

- Attain new members and retain current.

- Attractive events with varying topics across the industry.

REPORT BACK TO CHAPTER/REGION

Nothing at this point – will let you know!

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Nothing at this point – will let you know!

SOUTH FLORIDA

Carolina Coelho & Annette Lucille, delegates

chartered October 2, 2003

MEMBERSHIP

- Recruit as many new members of possible with current situation (Covid)
- Maintain as any members as possible (not lose any memberships)
- Be a positive first point of contact for new members during welcoming
- Try and promote and sell renewing members on better Membership levels (Business Memberships)
- Have a successful membership drive sand get as many memberships as possible.

PROGRAMMING

Goals for the year: To provide programing that engages members in the chapter and profession through education, networking, philanthropy, and recognition for professional achievements.

SCHOLARSHIP

- 2020 We awarded \$30,000 to 5 students
- 2021 we plan on awarding \$20,000 ... reduction due to Covid related, not being able to raise money as we normally do

FUNDRAISING

As a fundraiser, my goal is to help the NEWH South Florida Chapter plan their two main annual events, which are the Bowling or Top Golf event and the Golden Palm Awards.

With the help of the committee, my responsibilities are (but not limited to):

- Determine venue, decoration and entertainment.
- Get quotes for venues, food and drinks
- Establish admission fees and sponsorship amounts

- Track expenses and income for the events
- Create and develop relationships with sponsors
- Source for new sponsors
- Update mailing list with new contacts and sponsors
- Coordinate with the Marketing Director any information needed for the events (venue, sponsors, entertainment, date/time, location, etc.)
- Obtain certificate of insurance for events from the NEWH office
- Create an event schedule for the President or host
- Submit an activity report after the event to the NEWH office
- Thank sponsors after events
- Participate in monthly chapter meeting
- Help promote or attend NEWH events

For this year, I would like to achieve if not all, most of the responsibilities above. I am beyond grateful for the opportunity as a fundraiser, therefore I will try my best to help the South Florida NEWH Chapter achieve their best year yet.

OTHER CHAPTER HIGHLIGHTS

We had our Hospitality Excellence award show, which we call Golden Palm awards in Oct 2020 it was 75% virtual and a small dinner in a large ballroom the invitees were only the firms that submitted to win. We gave out 10 awards, 1 Joyce Johnson award, \$30,000 in scholarships & our 3 top ID awards.

CHAPTER/REGION GOAL

The goal for this year is to bring a broader awareness of member value and recognition. Create meaningful dialogue and thoughtful online events that engages more profoundly designer membership.

SUNSHINE

Kary Maybury and Yadhya Schlegel, delegates

chartered September 1, 1996

MEMBERSHIP

Current Updates on Membership: 11 Associate Members, 1 Business Plus Courtesy Member, 37 Chapter Business Courtesy members, 19 Chapter Business Members, 16 Chapter Level Business, 1 Chapter Level Top Tier, 16 Corporate Partner Courtesy Members, 1 Corporate Partner Membership, 9 Education Professionals, 101 General Members, 1 Green Voice business Member, 2 Green Voice Courtesy Member, 10 Honorary Members, 1 Retired Member, 57 Student Members.
Grand Total 283

PROGRAMMING

We plan on doing a socially distanced Membership Drive in the Spring, we are thinking of a trunk show theme, or a drive through event, or even a scavenger hunt. More information as we finalize those details. We plan on doing Virtual Events quarterly as well with different themes to keep us in touch without being overwhelming.

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. We are working with the educators now to start getting interest for the 2021 scholarship opportunities.

FUNDRAISING

We currently still have our June bowling event scheduled for 2021. Our second fundraiser for our 25th Anniversary Gala for fall of 2021.

OTHER CHAPTER HIGHLIGHTS

We had a successful Toy Drive in December with people dropping off gifts. We were able to support Nathaniel's Toy Drive a local group that was in desperate need. When we delivered the toys the next day to their practically empty warehouse, we were able to add tons of gifts for the Teen section which had very, very little on those shelves. They

were extremely grateful for contributing again this year.

CHAPTER/REGION GOAL

We are going to maintain our adjusted goals from 2020 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. Hopefully since Florida is quite open we will be able to gather in smaller groups such as the bowling event will allow.

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

At this point, we feel we are maintaining well and keeping active yet safe. We will still keep most events for the first part of the year virtual and keep an eye on the current climate and local government guidelines.

TORONTO

Demi Melissinou & Tara Witt, delegates

chartered November 18, 2004

MEMBERSHIP

For August 2020 our Membership grand total was 167:

<ul style="list-style-type: none"> ▪ Associate – 16 ▪ Business Plus Courtesy – 2 ▪ Chapter Business Courtesy – 27 ▪ Chapter Business Member – 6 ▪ Chapter Level Business – 14 ▪ Corporate Partner Courtesy – 4 	<ul style="list-style-type: none"> ▪ Education Professional – 11 ▪ General – 45 ▪ Honorary – 3 ▪ Green Voice Courtesy – 1 ▪ Legacy member – 1 ▪ Student – 34
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PROGRAMMING

We are planning all our events to be virtual until at least this summer. Our meeting to discuss and brainstorm 2021 programming is in February.

We are currently planning our virtual Top ID awards event in combination with our Scholarship event which will take place on February 3rd.

SCHOLARSHIP

Nothing to report on the actual scholarships themselves. Our scholarship director Terry Nielson, together with the rest of the board, is putting together the scholarship awards event.

FUNDRAISING

We are fond of the idea of having a cookbook sale as the NY chapter did, as a fundraiser for the holiday season of 2021. The Golf tournament that we had planned for September is still penciled in but we won't know until further in 2021 if it's a go or not.

OTHER CHAPTER HIGHLIGHTS

UNITED KINGDOM

Libby Bull & Jonathan Young

chartered June 12, 2002

MEMBERSHIP

For 2021, we intend to concentrate on connecting more with our existing members for the first half of the year while we are still holding virtual events. We are hoping to start holding live events in the second half of the year, at which stage we will look at encouraging membership again.

While we are still in lockdown, we have been taking advantage of the time to assess our membership mail lists to make sure that the contact details are all up to date. This is also giving us a chance to review past members that have lapsed and to form a list of people to contact to rejoin when our events start up again. We have also been contacting past students to encourage them to keep their membership going.

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.

In the fall a cider tasting event took place, and in late October a pumpkin carving competition was held virtually.

Before the holidays, a fundraiser took place where we organized a gingerbread "hotel" competition.

CHAPTER/REGION GOAL

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 each IBOD meeting 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. As far as programming goes, this way we are able to "borrow" ideas for events from other chapters.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

The biggest challenge is to keep our members engaged virtually. Even though our events are free to attend, members are not signing up for events.

Staff note: Due to the overwhelming amount of virtual content, just like in-person events, it is ideal to find out what your members are looking for. What will they take the time to attend/ join? Chapters have done membership surveys and are asking these questions. To see an example of a survey and submit alternate questions contact Diane in the Inc. office. There is no charge to have this sent out and is a great way to survey your existing membership of interest.

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

PROGRAMMING

We held a strategy meeting in November to plan our events for 2021. To begin the year, we are continuing with our virtual events on Zoom – one Virtual Social event and one European Webinar each month. The socials will run until we are able to meet up again and the webinars will continue all year. Although the social 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.

We hope to start our live events (Covid allowing) around May, teeing off with a Golf Event. We are also planning to do a few small and exclusive hotel tours, as we are aware that group sizes may be restricted to begin with for social events. Our 5 main events (including TopID and the Fundraiser) have all been pushed into the second half of the year as they all require meeting in larger groups. Our main Round Table and Fundraiser Event has been postponed

until September 2021.

We have had great success with webinars, combining them with the Paris and Milan chapters to reach out to a wider European audience. Our webinars have featured panels of well recognised professional faces from the hospitality industry and we keep the discussions on a positive level. The attendance has increased, particularly with the high calibre speakers. We have also found that it is important to have a professional moderator and we are fortunate to have Alicia Sheber and Can Faik as board members who both have great experience for this role.

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, Jon Bond and our new board member Rita Bancroft have all added invaluable help with preparing invitation flyers along with press and media communications in recent months.

SCHOLARSHIP

We are determined to grant at least two Student Scholarships this year. By moving the Fundraiser event to September, we are able to allow the students more time to prepare their presentations for judging. We may have to consider doing virtual judging but will confirm later this year.

Karolina Januskaite has stepped up as our Student Relations Director and has been reaching out to all past students to put together an extensive database of their contact details and where they are now.

Staff note: Great! Please be sure to share updated information with the NEWH Inc. office so we can keep their records current.

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 platforms and will become more involved on education aspects. 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 currently on-line it has been difficult to do much fundraising. We included an optional "donations" button with a few of our more active social events (yoga and dance classes) but we feel it is 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. We have managed to get sponsorship for a couple of the webinars and will continue to pursue this for future events.

Our Annual Fundraiser has now been postponed to September 2021, assuming that we will be able to socialize properly by then. The location will be the Bloomsbury Hotel which has more space than previous locations. We are still planning on holding our Round Table event in the afternoon with our Scholarship presentation and networking following in the evening.

VANCOUVER REGIONAL

James Adamson, steering committee chair

NO REPORT SUBMITTED

WASHINGTON DC METROPOLITAN

Leslie Anderson & Julie Kaufmann Unger, delegates

NO REPORT SUBMITTED

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

We are determined to get our existing Students more involved with NEWH and to encourage previous students to join us again. We are very aware that it is a great struggle for the students to get placements or internships with the current climate and believe we can offer a lot more help in this way.

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

Please send our Membership team a list of all the members current renewal dates so we can monitor it. We realise that Shelia and Diane have been doing a wonderful job contacting people directly about lapsed membership and we are happy to help with this again this when you are ready to pass the reins back.

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

Staff note: Current member renewal/billing dates are included on the monthly membership roster that you receive from the NEWH, Inc. office. Because of the crazy year in 2020, dues reports (reports that show lapsed/past members) have not been sent to board members since last March. The NEWH, Inc. office was reaching out to members directly to those who didn't renew, and it was determined we didn't want the chapter reaching out to those members as well, as we wanted to be confidential in any support that our members may have required. Before any member is changed to past member status, the member receives a 6-month extension, and after that extension is up, Shelia emails them directly asking if they need additional support, and anyone who does not respond to her, then receives a call from Brenda as one last attempt to connect.

Be sure all voting board members have completed their mandatory board training (sent to all board members from the NEWH office) – the training video outlines their role in detail. As you appoint voting board members throughout the year, you can direct them to complete the mandatory training – all of the training video links can be found in the Board Resources section of the website in the Board Training area. Any chairs can watch these videos as well.

chartered November 6, 1992

ADDENDA

MOTION TO APPROVE MINUTES

Date: February 4, 2021

Motion Number: 1

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

Motion seconded by: _____

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

MOTION TO APPROVE 2021 BUDGET

Date: February 4, 2021

Motion Number: 2

I, Sandy Banks, move to approve the 2021 Budget as submitted.

Motion seconded by: _____

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

MOTION TO FILL THE DIRECTOR/SOCIAL MEDIA POSITION ON THE NEWH, INC. BOARD OF DIRECTORS

Date: February 4, 2021

Motion Number: 3

I, Helen Reed, move to appoint Tory Knoph to the position of Director/Social Media to the NEWH, Inc. Board of Directors.

Motion seconded by: _____

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

MOTION TO ADJOURN

Date: February 4, 2021

Motion Number: 4

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 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.

Schools Who Have Received Scholarship Dollars

School	Amt Given	School	Amt Given
University of Nevada - Las Vegas	\$322,800.00	Long Beach City College	\$6,850.00
California State Polytechnic University-Pomona	\$306,250.00	University of Tennessee - Knoxville	\$6,750.00
Savannah College of Art and Design	\$174,410.00	University of Arkansas	\$6,700.00
University of North Texas	\$170,750.00	Rhode Island School of Design	\$6,650.00
Florida International University	\$169,950.00	Boston University	\$6,500.00
Florida State University	\$148,750.00	Lexington College	\$6,500.00
The George Washington University	\$146,800.00	Mount Royal University	\$6,500.00
Cornell University	\$113,000.00	Stephen F. Austin State University	\$6,500.00
The Art Institute of Las Vegas	\$110,000.00	Lynn University	\$6,250.00
New York School of Interior Design	\$102,750.00	Robert Morris University	\$6,025.00
California State University-Long Beach	\$101,000.00	Contra Costa College	\$6,000.00
University of Houston	\$87,000.00	Corcoran College of Art & Design	\$6,000.00
University of Cincinnati	\$85,650.00	Middlesex University	\$6,000.00
University of Florida	\$85,500.00	Paul Mitchell-Pasadena	\$6,000.00
Fashion Institute of Technology	\$84,250.00	The Art Institute of Fort Lauderdale	\$6,000.00
Washington State University	\$84,000.00	College of Charleston	\$5,500.00
Colorado State University	\$83,400.00	Johnson County Community College	\$5,500.00
Kendall College	\$75,000.00	Kent State University	\$5,500.00
Montgomery College	\$73,800.00	Maryland Institute College of Art	\$5,500.00
City College of San Francisco	\$70,000.00	Bellingham Technical College	\$5,000.00
Columbia College	\$69,750.00	Grand Canyon University	\$5,000.00
New York University	\$69,500.00	Holyoke Community College	\$5,000.00
The Art Institute of Dallas	\$69,300.00	Illinois State University	\$5,000.00
Northern Arizona University	\$69,050.00	Indiana State University - Terre Haute	\$5,000.00
Southern California Institute of Architecture	\$69,000.00	International Academy of Merchandising/Design	\$5,000.00
University of California - Los Angeles	\$68,153.00	ITT Technical Institute	\$5,000.00
Woodbury University	\$67,000.00	Marylhurst University	\$5,000.00
San Francisco State University	\$65,000.00	Metropolitan State University	\$5,000.00
University of Georgia	\$62,045.00	Mount Saint Vincent University	\$5,000.00
University of Idaho	\$61,000.00	Pace University	\$5,000.00
Le Cordon Bleu College of Culinary Arts	\$60,450.00	Philadelphia University	\$5,000.00
Ryerson University	\$60,000.00	School of Visual Arts	\$5,000.00
Harrington College of Design	\$59,750.00	St. John's University	\$5,000.00
The Art Institute of Houston	\$59,500.00	Suffolk University	\$5,000.00
University of Maryland - Eastern Shore	\$56,500.00	Texas A&M University	\$5,000.00
Drexel University	\$55,000.00	The Art Institute of Phoenix	\$5,000.00
Texas Christian University	\$54,550.00	University of Manitoba	\$5,000.00
Virginia Polytechnic Institute	\$54,000.00	University of Missouri	\$5,000.00
Virginia Commonwealth University	\$53,500.00	University of North Carolina at Greensboro	\$5,000.00
University of Texas at Arlington	\$52,300.00	New England School of Art & Design	\$4,750.00
Marymount University	\$52,000.00	College of Coastal Georgia	\$4,665.00
Misc.	\$51,800.00	Canisius College	\$4,500.00
College of Southern Nevada	\$48,204.92	Lincoln Culinary Institute	\$4,500.00
International Academy of Design & Technology	\$47,500.00	Metropolitan Community College	\$4,500.00

Art Center College of Design	\$47,050.00	Niagara College	\$4,500.00
Culinary Institute of America	\$46,000.00	North Dakota State University	\$4,500.00
Academy of Art University	\$42,500.00	Texas State University	\$4,500.00
San Diego State University	\$40,700.00	University of Charleston	\$4,500.00
New York City College of Technology	\$40,000.00	University of Texas at Austin	\$4,500.00
DePaul University	\$39,000.00	University of Texas at San Antonio	\$4,500.00
Georgia Southern University	\$38,215.00	University of Massachusetts - Amherst	\$4,200.00
New York Institute of Technology	\$38,000.00	Brigham Young University	\$4,000.00
Interior Designers Institute	\$35,600.00	Fanshawe College	\$4,000.00
Monroe Community College	\$35,000.00	Georgetown University	\$4,000.00
Texas Tech University	\$35,000.00	Kapi'olani Community College	\$4,000.00
Louisiana State University	\$34,750.00	Norwalk Community Technical College	\$4,000.00
University of Tennessee - Chattanooga	\$34,165.00	Pikes Peak Community College	\$4,000.00
University of Southern California	\$34,000.00	State University of New York - Cobleskill	\$4,000.00
Michigan State University	\$33,500.00	The City College of New York	\$4,000.00
Johnson & Wales University	\$32,150.00	University of Central Oklahoma	\$4,000.00
ECPI University	\$32,000.00	University of Massachusetts	\$4,000.00
Houston Community College	\$30,500.00	University of Wisconsin - Stevens Point	\$4,000.00
Royal College of Art	\$30,286.88	New Mexico State University	\$3,800.00
University of Minnesota	\$30,000.00	Arizona Culinary Institute	\$3,500.00
The Art Institute of Atlanta	\$29,900.00	Central New Mexico Community College	\$3,500.00
Virginia State University	\$28,999.99	Dakota County Technical College	\$3,500.00
California State University-Northridge	\$28,000.00	Hudson County Community College/Culinary Arts	\$3,500.00
Rochester Institute of Technology	\$27,250.00	NCIDQ	\$3,125.00
Monroe College	\$27,000.00	Anne Arundel Community College	\$3,000.00
California College of the Arts	\$26,000.00	Baker College	\$3,000.00
Endicott College	\$25,700.00	Brenau University	\$3,000.00
Paul Smith's College	\$25,500.00	Brown College	\$3,000.00
University of Central Florida	\$25,000.00	Pittsburgh Technical College	\$3,000.00
Niagara University	\$24,500.00	Seattle Central Community College	\$3,000.00
Northern Virginia Community College	\$23,600.00	Southern New Hampshire University	\$3,000.00
Lakeland University	\$23,500.00	The Art Institute of California - Orange County	\$3,000.00
The Art Institute of California - Los Angeles	\$23,500.00	The Chef's Academy	\$3,000.00
New Jersey Institute of Technology	\$23,250.00	University of California - Davis	\$3,000.00
American College for the Applied Arts	\$22,850.00	Western Illinois University	\$3,000.00
Kansas State University	\$22,700.00	Gwinnett Technical College	\$2,765.00
L'Academie de Cuisine	\$22,300.00	Ball State University	\$2,750.00
Fashion Institute of Design & Merchandising	\$22,200.00	University of New Hampshire	\$2,750.00
Kwantlen Polytechnic University	\$22,000.00	Arapahoe Community College	\$2,500.00
Scottsdale Community College	\$21,300.00	Boston Architectural College	\$2,500.00
Morgan State University	\$21,000.00	Chattahoochee Technical College	\$2,500.00
El Centro College	\$20,000.00	College of the Canyons	\$2,500.00
Parsons School of Design - The New School	\$20,000.00	Golden Gate University	\$2,500.00
Temple University	\$20,000.00	Greenville Technical College	\$2,500.00
Bellevue College	\$19,000.00	High Point University	\$2,500.00
Georgia State University	\$18,800.00	Middle Tennessee State University	\$2,500.00
The Art Institute of Colorado	\$18,500.00	Palm Beach Community College	\$2,500.00

University of Denver	\$18,500.00	Southern Maine Community College	\$2,500.00
Weber State University	\$18,500.00	The Fifteen Foundation	\$2,500.00
Widener University	\$18,500.00	Thomas Jefferson University	\$2,500.00
Roosevelt University - Manfred Steinfeld School	\$18,150.00	University of British Columbia	\$2,500.00
Ringling School of Art and Design	\$17,750.00	University of Southern Maine	\$2,500.00
Pratt Institute	\$17,500.00	Watkins College of Art & Design	\$2,500.00
The Art Institute of Seattle	\$17,100.00	Clover Park Technical College	\$2,463.64
Arizona State University	\$16,600.00	Glendale Community College	\$2,350.00
Ravensbourne University London	\$16,250.00	Southwest University of Visual Arts	\$2,300.00
Marymount College	\$16,000.00	Florida Metropolitan University	\$2,250.00
Oklahoma State University	\$16,000.00	Atlantic Cape Community College	\$2,000.00
Otis College of Art & Design	\$16,000.00	Austin Community College	\$2,000.00
University of Delaware	\$16,000.00	Cheyney University	\$2,000.00
University of Wisconsin - Stout	\$16,000.00	Clarkson University	\$2,000.00
Miami University	\$15,500.00	Culinary Institute of St. Louis At Hickey College	\$2,000.00
University of Alabama	\$15,250.00	Delaware School of Hotel Management	\$2,000.00
University of Guelph	\$15,013.00	East Los Angeles College	\$2,000.00
Orange Coast College	\$15,000.00	Fox Valley Technical College	\$2,000.00
Purdue University	\$15,000.00	International College of Hospitality	\$2,000.00
Mercyhurst College	\$14,500.00	Lincoln College of New England	\$2,000.00
George Mason University	\$14,000.00	Nesbitt College of Design Arts	\$2,000.00
Syracuse University	\$14,000.00	Orlando Culinary Academy	\$2,000.00
University of San Francisco	\$14,000.00	Pennsylvania College of Technology	\$2,000.00
Los Angeles TradeTech College	\$13,500.00	Pennsylvania State University	\$2,000.00
New School of Architecture	\$13,500.00	Rockland Community College	\$2,000.00
Metropolitan State College of Denver	\$13,400.00	Scott Community College	\$2,000.00
Algonquin College	\$13,000.00	Stratford University	\$2,000.00
Oxnard College	\$13,000.00	Swiss Hospitality Institute	\$2,000.00
Florida Atlantic University	\$12,750.00	Teikyo Post University	\$2,000.00
Maryville University	\$12,500.00	University of California - Berkeley	\$2,000.00
State University of New York - Morrisville	\$12,500.00	University of Hawaii at Manoa	\$2,000.00
The Culinary Institute of America	\$12,500.00	University of Nebraska–Lincoln	\$2,000.00
Seattle Pacific University	\$12,400.00	University of Washington	\$2,000.00
Design Institute of San Diego	\$12,250.00	University of Waterloo	\$2,000.00
Culinary Institute of Michigan	\$12,000.00	Marriott Hospitality Charter	\$1,800.00
The Art Institute of Portland	\$12,000.00	Mt. San Antonio College	\$1,600.00
American Intercontinental University	\$11,500.00	Triton College	\$1,573.74
Iowa State University	\$11,500.00	Alexandria Technical College	\$1,500.00
Kennesaw State University	\$11,500.00	Berkeley College	\$1,500.00
Baylor University	\$11,000.00	Chatham University	\$1,500.00
University of the District of Columbia	\$11,000.00	Des Moines Area Community College	\$1,500.00
West Virginia University	\$11,000.00	East Valley Institute of Technology	\$1,500.00
University of Oklahoma	\$10,200.00	Indiana University - Bloomington	\$1,500.00
Brooks College	\$10,000.00	Kingwood College	\$1,500.00
California School of Culinary Arts	\$10,000.00	Moore College of Art & Design	\$1,500.00
Cleveland Institute of Art	\$10,000.00	Nottingham Trent University	\$1,500.00
Humber College	\$10,000.00	Old Dominion University	\$1,500.00

Pulaski Technical College	\$10,000.00	Radford University	\$1,500.00
Saddleback College	\$10,000.00	Seattle Culinary Academy	\$1,500.00
The Art Institute of California - Hollywood	\$10,000.00	South Puget Sound Community College	\$1,500.00
The Catholic University of America	\$10,000.00	Texas State Technical College	\$1,500.00
Georgia Institute of Technology	\$9,850.00	The Art Center Design College	\$1,500.00
Seminole State College of Florida	\$9,750.00	The Art Institute of Tampa	\$1,500.00
Wentworth Institute	\$9,650.00	University of Phoenix	\$1,500.00
Cornish College of the Arts	\$9,500.00	Colorado Institute of Art	\$1,400.00
Rosen College of Hospitality Management	\$9,500.00	Gnomon School of Visual Effects	\$1,250.00
Sheridan College	\$9,500.00	University of Kansas	\$1,200.00
Southern Utah University	\$9,500.00	Albuquerque Technical Vocational Institute	\$1,000.00
University of Kentucky	\$9,500.00	Central Washington University	\$1,000.00
Berry College	\$9,000.00	College of DuPage	\$1,000.00
Buffalo State College	\$9,000.00	Culinary Institute LeNotre	\$1,000.00
Culinary Institute of Virginia	\$9,000.00	Florida Culinary Institute	\$1,000.00
Illinois Institute of Art - Chicago	\$9,000.00	Fullerton Community College	\$1,000.00
Illinois Institute of Art - Schaumburg	\$9,000.00	Lake Washington Technical College	\$1,000.00
Ivy Tech State College	\$9,000.00	Mount Ida College	\$1,000.00
Miami International University of Art & Design	\$9,000.00	New England Institute of Technology	\$1,000.00
Utah State University	\$9,000.00	Phoenix College	\$1,000.00
University of Missouri - Columbia	\$8,500.00	Pima Community College	\$1,000.00
University of Memphis	\$8,250.00	Santa Barbara City College	\$1,000.00
Fairleigh Dickenson University	\$8,000.00	Schenectady County Community College	\$1,000.00
Florence University of the Arts	\$8,000.00	Southern College of Technology	\$1,000.00
Georgian College	\$8,000.00	Spokane Community College	\$1,000.00
James Madison University	\$8,000.00	St. Phillip's College	\$1,000.00
Miami Dade College	\$8,000.00	The University of New Mexico	\$1,000.00
South Dakota State University	\$8,000.00	University of Arizona	\$1,000.00
St. Louis Community College	\$8,000.00	Horry Georgetown Technical College	\$750.00
University of New Haven	\$8,000.00	University of South Carolina - Columbia	\$750.00
East Carolina University	\$7,500.00	Cuyahoga Community College	\$675.00
Eastern Michigan University	\$7,500.00	Culinard	\$500.00
Rocky Mountain College of Art & Design	\$7,500.00	Everest University	\$500.00
Salt Lake Community College	\$7,500.00	Hibbing Community College	\$500.00
American College of Business	\$7,000.00	Lincoln College of Technology	\$500.00
Auburn University	\$7,000.00	New England Culinary Institute	\$500.00
Cal State Poly University-San Luis Obispo	\$7,000.00	San Jacinto College – Central	\$500.00
Frederick Community College	\$7,000.00	University of Illinois – Chicago	\$500.00
La Roche College	\$7,000.00	University of Utah	\$500.00
Mississippi State University	\$7,000.00	University of San Diego	\$295.00
San Jose State University	\$7,000.00	Cincinnati State Technical and Community College	\$250.00
State University of New York - Delhi	\$7,000.00	Mesa Community College	\$250.00
Valencia College	\$7,000.00	Sam Houston State University	\$250.00



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

2021 NEWH/INDUSTRY CALENDAR

FEBRUARY

4-Feb NEWH Governing Board Meeting - VIRTUAL	17-Feb NEWH PerspectiVe - VIRTUAL
9-12 Feb Kitchen & Bath Show - VIRTUAL	19-22 Feb BOND - Leading Middle East Architects Forum
10-Feb NEWH Chapter Chats - VIRTUAL	23-25 Feb BD Winter Forum
11-Feb NEWH EID Committee	24-Feb NEWH BrandeD Europe - Virtual
11-Feb NEWH Founders Circle - VIRTUAL	24-Feb NEWH EID Committee
<i>14-Feb</i> <i>Valentine's Day</i>	25-Feb HICAP ANZ - VIRTUAL
<i>15-Feb</i> <i>President's Day</i>	<i>26-Feb</i> <i>Purim</i>
16-Feb NEWH Cares - VIRTUAL	

MARCH

2-3 Mar HAC Conference CDA	16-Mar NEWH Cares
3-Mar NEWH PrespectiVe	17-Mar EID Chapter Education 3pm PST / 5pm CST
3-Mar EID Chapter Education 5pm PST	17-Mar NEWH PrespectiVe
3-5 Mar HI DESIGN MEA	<i>17-Mar</i> <i>St. Patrick's Day</i>
4-7 Mar BOND - Forum for America's Healthcare Designer	24-Mar EID Chapter Education 9am PST / 5pm GMT
4-7 Mar BOND - America's Leading Architects Forum	24-Mar NEWH BrandeD USA - VIRTUAL
9-11 Mar Hunter Conference	<i>27 Mar-25 Apr</i> <i>Passover</i>
10-Mar EID Chapter Education 2pm PST/ 5pm EST	31-Mar EDOnline
10-Mar NEWH Chapter Chats	

APRIL

<i>2-Apr</i> <i>Good Friday</i>	14-Apr NEWH Chapter Chats
<i>4-Apr</i> <i>Easter</i>	14-17 Apr All Aboard Design
7-Apr NEWH PerspectiVe	15-Apr NEWH/European La Pause Webinar
8-11 Apr Brighton Design Show	18-20 Apr BITAC Operations 2021
9-Apr NEWH Staying Connected	21-Apr NEWH PerspectiVe
11-15 Apr 2021 Las Vegas Market	28-Apr NEWH BrandeD Canada - VIRTUAL
11-15 Apr ARDA World 2021 Annual Convention & Expo	28-Apr - 9-May Boston Design Week
5-10 Sep Milan Design Week	29-Apr CityScene - Atlanta

MAY

2-5 May RestaurantPointWest	17-20 May Hostelco 2021
4-7 May Heimtextile	18-20 May DOMOTEX 2021
4-7 May AAHOA Convention & Tradeshow	19-May NEWH PerspectiVe
5-May NEWH PerspectiVe	19-23 May DesignMarch
5-7 May BITAC Food & Beverage	20-May NEWH/European La Pause Webinar
<i>9-May</i> <i>Mother's Day</i>	20-May CityScene - Washington DC
10-12 May ULI Spring Meeting	22-25 May National Restaurant Association Show
13-15 Sep Argentum Senior Living Executive Conf. & Expo	25-27 May Clerkenwell Design Week
12-May NEWH EID Dialogue	26-May NEWH BrandeD
13-16 May Interior Design Show - Toronto	<i>31-May</i> <i>Memorial Day</i>
16-18 May BITAC Luxury 2021	31 May-2 Jun Middle East Design & Hospitality Week
16-20 May NYCxDESIGN	31 May-2 Jun HITEC DUBAI / The Hotel Show Dubai

JUNE

1-3 June Saudi Entertainment & Amusement	16-19 Jun AIA Conference on Architecture 2021
2-Jun NEWH PerspectiVe	17-Jun NEWH/European La Pause Webinar
2-4 Jun HI Design Europe	17-Jun NEWH Founders Circle - VIRTUAL
3-Jun NEWH Governing Board Meeting	<i>20-Jun</i> <i>Father's Day</i>
3-Jun CityScene - Chicago	20-22 Jun Hotel & Hospitality Show
6-8 Jun BITAC Casino Resorts	23-Jun NEWH BrandeD
8-Jun HD Awards	23-24 Jun Hawaii Hotel & Restaurant Show
8-9 Jun Cruise Ship Interiors / Hospitality Expo	24-Jun HICAP ANZ - VIRTUAL
9-Jun NEWH Chapter Chats	24-27 Jun BOND - Latin America's Architect Forum
10-Jun NEWH Bethesda Regional Tradeshow	27-29 Jun Healthtac East

11-14 Jul	Boutique Design Match	27-30 Jun	HOTEC North America: Design & Operations
16-Jun	NEWH Perspective	29-30 Jun	Independent Hotel Show
16-18 Jun	Hospitality Design NextGen Forum	30-Jun	NEWH ED Online
16-18 Jun	The International SURFACE Event		

JULY

Jul	DOMOTEX Turkey	15-Jul	NEWH/European La Pause Webinar
1-Jul	Canada Day	20-Jul	CityScene - Los Angeles
7-Jul	NEWH Perspective	21-Jul	NEWH Perspective
7-9 Jul	Coverings '21	26-28 Jul	ALIS
9-Jul	NEWH Staying Connected	28-Jul	NEWH BrandED
14-Jul	NEWH Chapter Chats		

AUGUST

1-3 Aug	Senior Lifestyle Design Match	22-24 Aug	Western Foodservice & Hospitality Expo
1-3 Aug	BITAC Independent 2021	22-26 Aug	2021 Summer Las Vegas Market
4-Aug	NEWH Perspective	24-25 Aug	HD Expo & Conference
11-Aug	NEWH EID Dialogue	24-25 Aug	RetailX
11-13 Aug	HD Summit	25-Aug	BrandED
15-18 Aug	AHLA Golf Classic	26-28 Aug	The NAFEM Show
18-Aug	NEWH Perspective	28-31 Aug	Environments for Aging
19-Aug	NEWH/European La Pause Webinar	29-Aug - 1-Sep	HotelPoint 2021

SEPTEMBER

Sep	HD Siteseeing	13-15 Sep	Healthcare Design Forum
1-Sep	NEWH Perspective	15-Sep	NEWH Perspective
5-10 Sep	Salone del Mobile.Milano	15-16 Sep	Yom Kipper
5-10 Sep	Milan Design Week	16-Sep	NEWH/European La Pause Webinar
6-Sep	Labor Day	22-Sep	NEWH BrandED
6-8 Sep	Rosh Hashanah	22-24 Sep	HI Design Asia
6-8 Sep	International Hotel Investment Forum	22-25 Sep	Design London
7-9 Sep	The Hotel Show Saudi Arabia	27-30 Sep	HITEC Dallas
8-Sep	NEWH Chapter Chats	27-30 Sep	Lodging Conference
10-14 Sep	MAISON&OBJET Paris	29-Sep	NEWH ED Online
13-15 Sep	Argentum Senior Living Executive Conf. & Expo		

OCTOBER

Oct	Hospitality Design ELEVATE	14-Oct	CityScene - San Francisco
4-6 Oct	NeoCon	20-Oct	NEWH Perspective
5-Oct	NEWH Houston Regional Tradeshow	21-Oct	NEWH/European La Pause Webinar
6-Oct	NEWH Perspective	21-24 Oct	westedge DESIGN FAIR
7-Oct	CityScene - New York	22-26 Oct	HOST
8-Oct	NEWH Staying Connected	23-26 Oct	Healthcare Design Expo + Conference
11-Oct	Canadian Thanksgiving	25-29 Oct	Lightfair 2021
11-14 Oct	ULI Fall Meeting	26-29 Oct	HOTEC Europe
13-Oct	NEWH Chapter Chat	27-Oct	NEWH BrandED

NOVEMBER

3-Nov	NEWH Perspective	14-15 Nov	HX: The Hotel Experience
4-Nov	CityScene - Miami	14-15 Nov	International Contemporary Furniture Fair
10-Nov	NEWH EID Dialogue	15-Nov	Gold Key Awards
12-Nov	Platinum Circle	18-Nov	NEWH/European La Pause Webinar
13-Nov	NEWH Governing Board Meeting	18-Nov	HICAP ANZ - VIRTUAL
13-Nov	NEWH Executive Committee Strategic Planning	24-Nov	NEWH BrandED
14-Nov	NEWH Executive Committee Wrap-up	25-Nov	Thanksgiving
14-15 Nov	BD ny	28 Nov-6 Dec	Hanukkah

DECEMBER

1-Dec	NEWH Perspective	16-Dec	NEWH/European La Pause Webinar
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9-Dec CityScene - Dallas

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: