



GOVERNING BOARD PACKET

25 Apr 2022

Meeting Room
SOUTH PACIFIC BALLROOM E

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

Monday, 25 April 2022 – South Pacific Ballroom E

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

12:00pm–4:30am Pacific Daylight Time, 3:00pm–7:30pm Eastern Daylight Time, 8:00pm–12:30pm BST, 9:00pm – 1:30am Central European Summer Time

Executive Committee	Christine Tucker Fernando Diaz Sandy Banks	Jennifer Wellman Deidre Schwartz Monica Meade	Lanée Burns Helen Reed Cynthia Guthrie	Trisha Poole Jonathan Young Tara Witt	Gwendoline Theodet Enrico Cleva	Strategic Advisors Trudy Craven
Board of Directors	Brittany Spinner Dallas Bentley	Vanessa Vaughan Kelly Gaddes	Alex Jones Teri Urovsky	Tory Knoph	CP Ambassadors Julie Gillespie	Emily Mueller Adam Tooter Jason Reynolds
Chairs	Leslie Anderson Rachel Berman Barbara Bradley	Stephanie Deshaies Debbie McKelvey Meg Prendergast	Natalie Sheedy Teri Schell Penny Shelton	Miriam Tamayo Brand Ambassadors Barry Sullivan	Tara Chung Kavitha Iyer My Nguyen	Alvaro Montoya Media Ambassadors Stacy Rauen
House of Delegates	Natasha Lila Ashar Dallas Bentley Nicole Brindle Laura Carter Kathryn Clark Enrico Cleva	Caro Cundall Melissa Davis Kim Faith Jennifer Farris Todd Fuller Denise Ganson	April Geter Edgar Gutierrez Taylor Hoesley Rittner Hufford Levar Jackson Manuela Kennedy	Wanda Luna Genevieve Mansfield Roger Mathis Kary Maybury Ashley Mitchell	Terryl Nielsen Elle Pechiney Kathryn Quinn Gabe Rodriguez Valerie Hogan	Kiko Singh Francesca Sosa-Alkhoury Brittany Spinner Gwendoline Theodet

12:00	Call to Order (2 minutes)	Christine Tucker
12:02	Establishment of Quorum (2 min) - Presentation of Minutes and Motion to Accept (2 min)	Fernando Diaz
12:06	President's Welcome (2 minutes)	Christine Tucker
12:08	HD Expo Welcome	Kevin Gaffney
12:13	Financial Report (2 min)	Shelia Lohmiller
12:15	EID Chapter (2 min)	Lanee Burns
12:17	Scholarship (2 min) - Chapter Status (1 min)	Jen Wellman/Brittany Spinner Hillary Eggebrecht
12:20	Education (2 min) - EDOnline (2 min) - Continuing Education (2 min) - Brand Programs (2 min)	Deidre Schwartz Dallas Bentley Deidre Schwartz Teri Urovsky/Trisha Poole
12:28	Regional Tradeshows (2 min)	Jena Seibel
12:30	Communications/Social Media (2 min)	Helen Reed
12:32	International Report (Paris & Milano) - Canada (1 min) - United Kingdom (1 min) - Paris (1 min) - Milano (1 min)	Tara Witt Jonathan Young Gwendoline Theodet/Chris Tucker Enrico Cleva/Chris Tucker
12:36	Leadership Conference Wrap-up (2 min)	Monica Meade
12:38	Top ID (2 min)	Trisha Poole
12:40	Board Training/Strategic Planning/Next Steps (2 min)	Jena Seibel
12:42	BREAK (18 min)	
1:00	BREAKOUT GROUPS – 1.5 hours long - SCHOLARSHIP - EDUCATION/Continuing Education, Green Voice Education, EDOnline//EID - MEMBERSHIP/ CONFERENCES/Events - FINANCE/Fundraising/TopID - COMMUNICATIONS/ Social Media	Jen Wellman/Brittany Spinner Deidre Schwartz/Lanee Burns Monica Meade/Vanessa Vaughn/Alex Jones Kelly Gaddes/Trisha Poole Todd Fuller/Hillary Eggebrecht
2:30	Report on Breakout Session - SCHOLARSHIP (10 min) - EDUCATION, Continuing Education, Green Voice Education, EDOnline / EID (10 min) - MEMBERSHIP/ CONFERENCES/Events (10 min) - FINANCE/Fundraising (10 min) - COMMUNICATIONS, Social Media (10 min)	
3:30	New Business - Motions	
3:40	Old Business - Report on NEWH Executive Committee Strategic Planning Session	Christine Tucker
4:15	Motion to Adjourn	

NEWH, INC. GOVERNING BOARD MEETING MINUTES

Thursday, January 13, 2022

Virtual Zoom Meeting

Executive Committee	Christine Tucker Fernando Diaz Sandy Banks	Monica Meade Lanée Burns	Helen Reed Jonathan Young	Cynthia Guthrie Trisha Poole	Enrico Cleva Gwendoline Theodet Deidre Schwartz	Strategic Advisor Trudy Craven
Board of Directors	Brittany Spinner Dallas Bentley Kelly Gaddes	Teri Urovsky Deaderia Morris Tory Knoph	Ambassadors Michelle Finn Emily Mueller	Jason Reynolds	Kavitha Iyer Barry Sullivan	
Chairs	Barbara Bradley	Debbie McKelvey	Rachel Berkin	Teri Schell	Natalie Sheedy	Meg Prendergast
House of Delegates	Nicole Brindle Laura Carter Carolina Coelho Caroline Cundall	Kim Faith Jennifer Farris Jenelle Francois Todd Fuller	Denise Ganson April Geter Edgar Gutierrez	Valerie Hogan Levar Jackson Wanda Luna	Roger Mathis Kary Maybury Terry Nielsen	Kiko Singh Francesca Sosa-Alkhoury
NEWH Inc. Staff	Shelia Lohmiller	Jena Seibel	Susan Huntington	Diane Federwitz	Julie Hartmann	Hillary Eggebrecht Kate Nesbitt
Chapter Presidents	Elizabeth Bull Mark Cunningham	Kortney Edge Christina Fluegel	Casie Idle Julie Kaufmann	Demi Melissinou Athena Slejko	Rashana Zaklit	
Regional Chairs	Rebecca Bertrand	Gary Cardono	Crystal McCain	Penny McPeak	Dee Testa	
Guests	Doug Amirault Kayla Auyong Sheri Black Mary Boadway Julie Brezina	Lisa Chapman Courtney Crosby Tammy Diniz Gretchen Gilbertson Sergio Grazioli	Dudley Hall Linda Hinojosa Jamie Hysell Kirsten Larson Rega Maiwandi	Genevieve Mansfield Céline Marcotte Jill Matsumoto Jaymie Mistry Ashley Mitchell	Zachery Mundt Julie Nichols Alli Oroski Erica Puccio Michael Sautner	Erika Walthart Jason Wilquet Tim Wilson
Absent	Jennifer Wellman Tara Witt Vanessa Vaughan Alexandra Jones	Debbie McKelvey Leslie Anderson Stephanie Deshaies Miriam Tamayo	Stacy Shoemaker Rauwen My Nguyen Tara Chung Natasha Ashar	Katy Clark Ashley Cova Melissa Davis Taylor Hoesley	Rittner Hufford Manuela Kennedy Elle Pechiney Michelle Purcell	Kathryn Quinn

The meeting was called to order by Christine Tucker at 10:30 ET. Roll call taken via Zoom registration report and a quorum was established.

MOTION TO APPROVE MINUTES

Date: January 13, 2022

Motion Number: 1

I, Fernando Diaz, move to approve the November 13, 2021, minutes as presented.

Motion seconded by: Helen Reed

STATUS OF MOTION:

Carried: X Defeated:

Induction Announcement- Fernando Diaz

12 new people will be inducted into the College of Fellows in Seattle at the leadership conference

President's Welcome

Discussion-Christine Tucker: President's Welcome

- Welcome to the first virtual 2022 meeting
- Welcome to our new corporate partner ambassadors
- Special thank you to Gretchen Gilbertson
- If you are on the agenda to speak, please keep to your time frame
- Housekeeping: delete repeating calendar links
- We are keeping virtual events to Wednesday
- International board meetings: January virtual, HD in Las Vegas (live), BDNY (live)
- Quarterly leadership lessons with Trudy in 2022
- Staying connected calls
- VP and directors need to send in a board report, we are missing a lot of board reports

Financial Report- Sandy Banks

Discussion- Sandy Banks

- Susan, Shelia, and Chris have spent a lot of time trying to get the budget together so everyone can see the overall outlook of NEWH
- The leadership conference is moving ahead, and there are still sponsorships available and would appreciate if anyone would jump on board with a sponsorship
- Chris Tucker has been charged with establishing a new bank account for NEWH, Inc. in Bradford, ON, Canada which will allow the

NEWH, Inc. office to have online banking in Canada.

Discussion- Susan Huntington

- NEWH is on a cash basis, when funds come in, they are recorded and when funds go out, they are recorded
- A few of our trade shows were postponed
- In 2020, before the trade shows were postponed, we collected some funds for the events that will be used to cover expenses in 2022
- The budget might not look great, but we are holding funds and should have plenty to cover our expenses for 2022
- Reminder that music license is still an issue, we do have ASCAP license, but please be mindful

MOTION TO APPROVE BUDGET

Date: January 13, 2022

Motion Number: 2

I, Sandy Banks, move to approve the budget.

Motion seconded by: Fernando Diaz

STATUS OF MOTION:	
Carried: <input type="checkbox"/>	X <input checked="" type="checkbox"/>
Defeated: <input type="checkbox"/>	<input type="checkbox"/>

EID Chapter Guidelines- Deaderia Morris-Bowman

Discussion – Deaderia Morris-Bowman:

- Last year, several of our chapters were unable to fill the role of the EID director
- 5 EID directors will be welcomed tomorrow
- Thank you to the chapter presidents that worked to fill those roles
- EID guidelines are on the website and include a link to our educational series
- List of event ideas to encompass a variety of people
- link to our website that talks about language which is a living document

Scholarship – Brittany Spinner

Discussion – Brittany Spinner:

- Thank you for being here and thank you for awarding as many scholarships as you did last year
- We are continuing our training sessions on how to review scholarships, so be on the lookout for calendar invites
- Start thinking about who you want to be on your scholarship committee this year

Chapter Scholarship Status Discussion – Hillary Eggebrecht:

- At the beginning of COVID, chapters were advised to give 25% of their scholarship account due to the uncertainty of fundraisers
- Fundraisers and in-person events are starting back up, so chapters can go back to 50% of scholarship account if they feel they are able to do so
- Chapters alone gave over \$375,000 in scholarships in 2021, and total scholarships reached over \$515,000 given in 2021
- For 2022, we have two chapters that have opened

Education – Deidre Schwartz/ Dallas Bentley/ Teri Urovsky

Discussion – Deidre Schwartz:

- ED online is up and running and content is being added
- Outstanding attendance at our GreenVoice session
- Great breakout session in BDNY in November, which will be built upon in today’s breakout

EDOnline Discussion – Dallas Bentley:

- This year is going to be mainly about marketing ED online, refining the content, getting feedback on what content is relevant

Continuing Education Discussion – Barbara Bradley:

- We have been uploading content from AEC Daily and have enjoyed having access to all of their pre-approved courses

Brand Programs Discussion – Teri Urovsky:

- We are going back to our in-person BrandED sessions and hope to have about 5-6 of those through-out the year
- We are going to start with our first virtual BrandED session with Holland America, talking about the cruise industry
- We have two BrandED at leadership conference
- If any chapters are interested in having a BrandED, reach out
- Later this year we will be launching our plan to form a council to bring the owner development into BrandED and develop the program
- The first Power Talk happened in October and the second one will happen in April

Regional Trade Shows – Jena Seibel

Discussion – Jena Seibel:

- There is a link in the chat to our trade shows, which kicks off with Seattle, Dallas, and Atlanta
- Denver will open for registration in a couple of weeks
- The shows continue to sell out
- We are limiting each booth to two vendor tickets and no non-exhibiting vendor attendees

International Report

Discussion: Christine Tucker (Canada)

- Canada is going well, however our lockdown is stricter than the United States
- We are hoping to get started on live events, but for now we are working on virtual events

Discussion: Jonathan Young (UK)

- 20th anniversary, so we are trying to schedule an event each month
- We are working closely with European chapters

Discussion: Gwendoline Theodet (Paris):

- Strong team in place for programming
- There is a minimum of one event planned for month
- We have done a great podcast series
- The number of members are growing rapidly

Discussion: Enrico Cleva (Milano):

- We are growing, but starting to lose a little bit of members
- All of the design and hospitality events have been pushed to spring or early summer
- We organized 3-4 events last fall including a fundraising event
- We are working on a plan for 2022 for events

Leadership Conference – Monica Meade

Discussion- Monica Meade:

- We are doing really well and are getting ready for Seattle
- All of our speakers for Seattle are confirmed
- We are excited for our panelists and panels
- We have a committee we created with students
- Keynote speaker is Chase Jarvis, followed by hospitality renaissance

Board Training/ Strategic Planning – Jena Seibel and Trudy Craven

Discussion- Diane Federwitz

- We have emailed all of our directors a link to where they can do their training

Discussion- Jena Seibel

- We are doing virtual strategic planning
- We can do in-house training if a certain situation comes up, and we are working with a few chapters on that

Discussion- Trudy Craven

- The chapters that work with me are not talking about calendars, roles, responsibilities, etc. Instead, we focus on growth with a higher-level discussion, and focus on setting goals
- Sessions include pre-work and a four-hour virtual meeting

Report on Breakout Sessions

Break-Out Session Overview:

Reports:

Scholarship-Mark Cunningham:

- Highlight your scholarship winners on social media
- Offer head shots at student events
- Getting more culinary students- partner with a local chef who supports NEWH to talk with students and create appropriate questions to ask the applicants (Dallas chapter)
- Track students who have received larger scholarship amounts to see if we have higher retention with them in NEWH (New York Chapter)
- Top Chef event for culinary students (Dallas Chapter)
- A two-year degree is an acceptable applicant for a scholarship winner
- If your student didn't win their local chapter scholarship, they are able to apply to the Inc. scholarship as well
- Call past scholarship winners to see how they are doing and remind them that Inc. is a resource for them with job postings on the Inc. site
- Allow scholarship winners to take over Instagram for 1 hour at the Leadership Conference
- Look at transcripts to make sure students are majoring in a qualifying major
- Ask students if they are applying for other scholarships/have received other scholarships
- Remind students that checks go directly to their school
- Students are eligible to win more than once
- Students receive 1 year complimentary membership to NEWH upon graduation
- Adjusting our approach to communicating with the younger generation
- There is a new application this year, and there will be training for that application

Education, Continuing Education, Green Voice education, EDOnline -Deidre Schwartz:

- Greenvoice sessions- relevant topics, issues in hospitality
- There is interest in understanding our impact on the environment, best practices, Greenvoice is very relevant
- Getting speakers for Green Voice sessions
- Chapter level CEUs- finding good timing (10am or 3pm est, June or November?), topics, etc.
- CEU day of value? NY chapter did about 2 CEUs/month, evaluating virtual and in-person
- Chapters partnering together for student events
- We should obtain content beyond what designers value including human resources, business skills, leadership, LEAN, finance, marketing, etc.
- Education connection: what subjects are the most compelling? widen the range, contract writing for business owners, human resources, learn how to work most efficiently, how to work with younger associates, educating internally- month long training by product category
- Partnership with AEC Daily might be an opportunity to broaden our topics and AEC's content is free
- Tour of EDOnline landing page
- BrandED has been around 5 or 6 years and is built on the same foundation NEWH is: network, education, and scholarship
- How can we make BrandED sessions accredited- usually a two-hour session?
- BrandED day or ½ day?
- Connect Trisha and Barbara with AEC Daily for CEU possibility
- Getting the chapters involved is key for all the topics in education to provide ideas and share their thoughts on what they find valuable within their chapter
- Program for new designers and bootcamps
- We have the framework now and we are getting there

Membership/EID- Lanée Burns:

- Best ways to attract and maintain a diverse membership including reaching out to all areas of the industry
- Partnering with other networks and organizations
- Continuing to reach out to high schools to expose them to the field of hospitality
- Reaching out to colleges
- We need to do a better job of selling NEWH to our audience and knowing our audience
- Each chapter should post their new members on social media
- Ask people to be on a committee

Finance- Sandy Banks:

- The Top ID committee is revamping to include global and wild card to advance NEWH and provide additional fundraising
- The wild card idea is a way to include some of the design firms on a smaller level that normally would not be considered to include and increase participation and engagement of up and coming and new firms
- Top ID award will be awarded at Platinum Circle in 2023
- Kelly is having trouble getting people to participate in fundraising meetings
- Discussed charging for virtual events
- Most chapters want to get back to in-person events
- The UK is having trouble getting new people in their events
- Sometimes the invitation for the quarterly calls are going to the wrong people or should be sent to additional people
- Following-up with members that are not renewing
- Using pamphlets to give everyone an idea of what membership means and how it is a useful way to network and get more involved in the industry
- Vancouver is posting on social media and highlighting their board members
- Discussed how difficult it is to get members to renew, maybe members could pay in installments and spreading out the membership fees
- UK suggested a gift membership idea
- Silent auction including memberships
- UK mentioned BCFA, which is a networking organization that has gifting memberships
- There is an Amazon Prime Smile account that can donate to NEWH
- Call people to renew their dues

DesignLinQ- Tim Wilson:

- DesignLinQ is a special link on our website where our Top ID members and possibly other designers can post their projects, and is set to begin next month
- New designers will be able to get inspiration from DesignLinQ
- Only design firms that are members of NEWH will be able to post
- Top ID winners will be featured on the homepage of DesignLinQ

Conferences- Monica Meade:

- We have a couple of events going on with the students and discussed how to engage them
- Networking scavenger hunt for the students
- Connecting back to the chapters and having students take over the chapter's Instagram
- We have two networking games during lunches
- Raising money for scholarships as tables
- The importance of the virtual format and the recording of virtual events
- Hoover app used for the event which was used in Miami for memory

Communications- Todd Fuller:

- Starting quarterly calls, next one is in March, open to chapters for questions
- Looking for content ideas including featuring new members, featuring local hospitality businesses, feature EID events
- Looking for more committee members to help with NEWH Inc. social media
- Making sure content is consistent- create posts when you have a block of time to create multiple posts at once
- Chapters can be set-up to use Canva Pro
- Instagram reels or Tik Tok videos will get more views
- Atlanta chapter is using survey monkey to get feedback on fundraisers
- Use polls on Instagram to gather more feedback
- Follow tourism boards to find ideas for content

New Business- Cynthia Guthrie, Shelia Lohmiller, Christine Tucker:

- In February we will start speaking to people who are interested in positions on IBOD and talking about our president elect
- November's election will be on directors
- Leadership Conference 2024 will be in Memphis
- Board report dues templates

MOTION TO ADJOURN

Date: January 13, 2022

Motion Number: 3

I, Fernando Diaz, move to adjourn the NEWH, Inc. Board of Directors Meeting at 1:58 ET.

Motion seconded by:

STATUS OF MOTION:

Carried: X 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.

APRIL 2020

GOAL STATUS

The goal of ensuring communications with Leadership and Chapter/Regions we are proceeding with our IBOD Directors setting up Discipline calls with the Chapter/Region Directors. Those that have attended have been very engaged and provide great insight and sharing of best practices. As always, we would like to have more Chapter/Regions represented on these calls to be able to work together. Board training videos were sent to all Board Members for 2022 and due back to the office with training and protocol details. We have had one Founders Circle to share input and info from our Corporate Partners and will have a three per year. The next Founders Circle will be after HD so we can review industry input on the show and marketplace. Breakout sessions on the first IBOD via Zoom were reported and shared in this IBOD Packet. Thank you to all who participated in the IBOD via Zoom it is a great opportunity for all members to participate and see the bigger picture of NEWH in an International Board Meeting – all are welcome.

The goal of bringing our Chapter/Regions more leadership training is well into action. Trudy Craven hosted now two sessions with our Chapters/Regions – December 2021, February 2022 with positive feedback and great interaction on these two calls. There are 3 more scheduled in 2022; May 18, August 17, December 1, 2022. Please mark your calendar and participate as the content is powerful and a true lesson shared that are impactful in your life, your job and NEWH. Content on this is not exclusive to NEWH and a huge perk of training for our NEWH membership.

GOAL OBSTACLE

JANUARY 2022

GOAL 1 STATEMENT

Ensure and strengthen all levels of communication and collaboration with NEWH leadership and Chapter / Regional Group in all NEWH initiatives and activities.

GOAL 1 MEASURE

The goal will be measured in activity and feedback from our members in all Chapters and Regional Groups and Corporate Partners and Supporters. Ensure we welcome input and ask for feedback from our membership in any of our communication platform opportunities such as Staying Connected calls with Chapters and Regional Groups Boards quarterly, Discipline calls with our VP's and IBOD Directors with members throughout the year, Delegate reports submitted at the IBOD meetings three times per year, Breakout Sessions at each IBOD, Founders Circle dialogue and discussion with our Corporate Partners three times per year. Review and share information with the Executive Committee at our Strategic Planning Sessions with Executive, International Board of Directors as well as at Chapter level sessions.

GOAL 1 TIMING

The only obstacles I believe all of us are facing is the juggling act of how busy our world has become coming out of these challenging years. Balance of life, career and NEWH are more hours in the day. We appreciate you fitting NEWH to your day!

ACTION PLAN

The Breakout sessions are recorded and shared with each Director for focus on areas that need attention or more discussion to take action within their discipline.

COMMITTEE TASKS

Each Director is addressing their tasks with the participants.

GENERAL COMMENTS

If you have any specific concerns, please reach out as we are a very diverse team and here to help. From our amazing staff at NEWH, Inc., office, Executive Committee, IBOD Directors on specific disciplines and our Strategic Planning Consultant Trudy we are here for you. Let us know we appreciate your positive and constructive input.

WOWZA on the NEWH Leadership Conference in February. Was amazing to have over 600 in attendance and were sold out!!! The Leadership Committee and our NEWH, Inc., staff out did themselves this year and brought us the best yet!!!

Please let them know if you see them that their efforts were amazing!!!! Monica Meade, Alex Jones, Cindy Guthrie, Jena Seibel, Diane Federwitz, Julie Hartman, Susan Huntington, Hillary Eggebrecht, Kate Nesbitt, Kathy Coughlin, Matt DeShantz and Shelia Lohmiller all went above and beyond!!!!

Communication has been a focus and will continue to be our goal to ensure NEWH as a whole delivers and provides strength and support to our membership. Truly this goal never ends and remains a key driver for all leaders within NEWH.

GOAL 1 MAJOR MILESTONES

The addition of Zoom as part of our regular communication also allows us to check in more frequently for review and stronger connection with our membership around the world and dialogue that includes members from USA, Canada, UK, France, and Italy. As well at our International Board meetings during the Breakout Sessions to share input and review communication at all levels. Review at IBOD meetings at minimum three meetings throughout the year as well as Zoom calls in between IBOD's to stay connected.

GOAL 2 STATEMENT

Expand leadership training of our members assisting in growth and education building stronger leaders within NEWH.

GOAL 2 MEASURE

The measure will be reflected in members stepping up to build on our

succession planning for NEWH. Chapter activity and strength on our International Board of Directors as well as strength in each Chapter with strong leadership from our members. Member participation on the 2022 Leadership Lesson quarterly calls February 9, May 18, August 17, and December 1, 2022, hosted by Trudy Craven.

GOAL 2 TIMING

This goal actually kicked off on at the first Chapter / Regional Group Leadership Lesson on December 20, 2021. The Executive Committee has relied heavily on council and Strategic Planning sessions for many years with sessions with Trudy Craven our Business Advisor & Strategic Planning Consultant from TWC Consulting. This was the first time we focused Leadership Lessons specifically for our Chapter Board and Regional Group focused on framework and overview of the Strategic Planning model for NEWH as a whole and how

important it is for each Chapter / Regional Group and personal business growth as well.

GOAL 2 MAJOR MILESTONES

The first milestone will be the review in March 2022 at Milliken Retreat by Executive Committee of the membership engagement and feedback received from those who participated in the Leadership Lessons on Dec 2021, and Feb 2022.

COMMENTS

We all welcome a new year and look forward to positive recovery of the hospitality industry. We look forward to kicking the year off with our leadership conference in Seattle on February 17, 18 &19, 2022. Welcoming our members back to reunite at the amazing newh conference with key industry speakers and that in person comradery that online communication cannot replace! See you in Seattle!

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.

APRIL 2022

GOAL STATUS

Goal met, we inducted 12 new members to the NEWH College of Fellows during the Leadership Conference in Seattle

GOAL OBSTACLE

No obstacle encountered

ACTION PLAN

Participated in the Conferences/Events breakout

GENERAL COMMENTS

Reminder - All Chapters are required to take & 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 sample template can be found at the end of the Board Report Packet.

Debbie Onesti handles all compliances 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.

JANUARY 2022

GOAL 1 STATEMENT

Continue the NEWH College of Fellows program

GOAL 1 MEASURE:

GOAL 1 TIMING

On Going

GOAL 1 MAJOR MILESTONES

We have 12 new inductees to the NEWH College of Fellows

GOAL 2 STATEMENT:

GOAL 2 MEASURE:

GOAL 2 TIMING:

GOAL 2 MAJOR MILESTONES:

COMMENTS

Offer support to the President whenever and wherever needed. 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 karthy.coughling@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 – 2021

Chapters (min. 9-10 per year)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona														
Atlanta														
Chicago	Yes	Yes											X	X
Dallas	Yes	Yes												
Houston														
Las Vegas	Yes	Yes												
Los Angeles		Yes												
Milano	No Mtg.	No Mtg.	Yes											
New York	Yes													

- 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.
- Ensure NEWH, Inc. standards and practices for fundraising are understood and followed by Director/Fundraising as well as all Chapter Boards/Regional Group Steering Committees and Fundraising Directors.
- 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.

APRIL 2022

GOAL 1

Will report on the Leadership conference once reconciliation is complete.

GOAL 2

Susan Huntington has resigned but has volunteered to stay on part-time until the new Finance Director, Debbie Onesti, is up to speed. We thank Susan, as the financial tasks in the office would be too much for Julie Hartmann to handle by herself. We would also like thank Julie for stepping up and assuming additional responsibilities!

Debbie Onesti started on April 22. We have also hired a part time employee, Patricia Floyd, to work as financial assistant. She works 20-24 hours per week, as needed. Please welcome our new finance team members.

ADDITIONAL GOAL

I would like to work with the chapter membership directors to assist in maintaining our current and new membership and to assure dues are paid. Can do this quarterly.

Continue to assist Kelly in helping programming plan and achieve money making events.

JANUARY 2022

GOAL 1 STATEMENT

Assist the leadership committee in any way I can to help make the leadership Conference as successful as possible. The Leadership Conference was never designed as a fundraiser so if we break even or experience a bit of profit, we will have achieved our goal.

GOAL 1 MEASURE

To break even or experience a bit of profit, we will have achieved our goal.

GOAL 1 TIMING

When all the expenses and proceeds have been counted and we see the bottom line. 30 days after the end of the conference.

GOAL 1 MAJOR MILESTONES

We see we have successfully balanced the expenses and the income from the event while providing an outstanding experience.

GOAL 2 STATEMENT

Work Closely with Susan Huntington to develop the budgeting process for the Board of Directors so we see a smooth transition From Shelia to Susan in establishing a budget for each year.

GOAL 2 MEASURE

We see that all the budget’s balance with our income from Sponsorships and events.

GOAL 2 TIMING

The end of each year.

GOAL 2 MAJOR MILESTONES

We will have to monitor all expenses and income closely (Quarterly) to reach our goal.

Income exceeds expenses.

COMMENTS

Regarding the Leadership Conference: At this time, if all goes as planned and budgeted, we will come out in the black. This will also require that people don't panic because of Covid, and we are able to successfully manage the safety and positive experiences of our attendees in the environment of the venue. I think we will all have to be ambassadors of good will and cheer to give the Conference the positive energy we aspire to.

I am looking forward to a great experience.

To our sponsor suppliers, we are very grateful for their continued, unwavering support both in word and deed (money) With their support, we have been able to maintain a solid operating base through this difficult period of two years. Our thanks to Jena for negotiating our sponsorships where we have lost but she has found replacement sponsorship dollars, so we are not suffering that loss. So proud of our group of hard-working volunteers that help us daily to help provide NEWH with the resources that make this organization the leader in the hospitality industry.

BANK BALANCES		
account balances as of 09/30/2021		
General		\$ 329,827.37
Scholarship		190,180.95
Cliff Tuttle Scholarship		7,963.50
Money Market <i>(cash reserve fund)</i>		397,218.99
Long Term Reserve Account		468,610.56
Checking Reserve Account		42,567.98
CD		100,000.00
NEWH, Inc. acct in Canada (10/30/20)		CAD 13,097.87
NEWH Canada, Inc.		CAD 70,123.40
NEWH Canada, Inc. Scholarship		CAD 15,251.74
NEWH, Inc. acct. in London		GBP 20,813.43

Chapter	Updated Signature Cards 2021	Regional Tradeshow Monies transferred to Scholarship Acct in 2022	Fundraising/ Donation/ Interest Monies transferred to Scholarship Acct in 2022	Checking Balance	Date	Scholarship Bal	Date	Mutual Fund
Arizona	x			27,745.63	3/31/22	26,178.82	3/31/22	
Atlanta				115,657.68	3/31/22	97,237.52	3/31/22	
Chicago	x			113,890.04	3/31/22	120,044.96	3/31/22	
Dallas	x			120,155.48	3/31/22	57,258.70	3/31/22	
Houston				22,967.64	3/31/22	68,335.82	3/31/22	
Las Vegas	x			49,873.69	3/31/22	82,450.31	3/31/22	
Los Angeles Founding				68,729.34	3/31/22	57,882.64	3/31/22	
Milano								
New York	x			185,846.80	3/31/22	156,339.88	3/31/22	
North Central				59,324.14	3/31/22	43,826.51	3/31/22	
Northwest				145,637.69	3/31/22	83,572.32	3/31/22	
Paris								
Rocky Mountain	x			92,752.26	3/31/22	28,372.20	3/31/22	
San Francisco Bay Area	x			73,404.59	3/31/22	207,654.37	3/31/22	
South Florida	x			78,366.11	3/31/22	66,454.01	3/31/22	
Sunshine	x			108,485.62	3/31/22	140,740.96	3/31/22	
Toronto				28,783.94	4/3/22	28,812.99	4/3/22	8,316.86
United Kingdom				18,173.50	4/12/22	9,055.78	4/12/22	
Washington DC Metro	x			163,212.91	3/31/22	175,847.44	3/31/22	
<u>Regional Groups</u>								
Atlantic City				27,966.04	3/31/22	10,595.69	3/31/22	
Cincinnati				21,237.11	3/31/22	8,879.63	3/31/22	
Hawaii				11,926.91	3/31/22	27,268.60	3/31/22	
Memphis Mid-South				1,000.00	3/31/22	9,199.28	3/31/22	
New England				7,089.36	3/31/22	8,115.39	3/31/22	
North Carolina				10,412.96	3/31/22	12,073.38	3/31/22	
Orange County				1,230.40	3/31/22	62,666.84	3/31/22	
Pittsburgh				8,177.44	3/31/22	6,422.86	3/31/22	
South Carolina				2,861.26	3/31/22	1,833.96	3/31/22	
San Diego						19,383.05	3/31/22	
Vancouver						35,232.74	4/12/22	
Virginia						12,136.17	3/31/22	

2022 ACTUAL INCOME/EXPENSE STATEMENT

	INCOME	EXPENSE
President	-	6,163.32
President Elect	-	-
Past President	-	1,639.94
Executive Adviser	-	-
Secretary	-	1,743.19
Board Training	-	-
Vice President Finance	-	-
Fundraising	-	-
Travel / Delegate	-	568.26
Vice President/Scholarship	-	-
Scholarship	5,250.00	1,615.00
BrandED	-	798.20
Clifford Tuttle Scholarship	-	-
Elite Expositions	5,000.00	-
Ageless Living	-	-
Green Voice Scholarship	-	7,500.00
HDAC Scholarship	-	5,000.00
ICON Scholarship	1,250.00	555.00
NEWH Leadership Scholarship	-	1,955.89
Vendor Scholarship	16,000.00	10,000.00

Women Leaders in Hospitality Scholarship	-	-
Vice President/Education	-	519.71
Education	-	-
ED Online	-	-
Continuing Education	-	-
Green Voice Education	15,000.00	225.00
Brand Programs	15,710.00	450.00
BrandED Events	-	-
POWERtalks	-	-
VP/Development	-	678.89
Membership	142,449.10	73,737.89
NEWH Conferences	79,164.00	334,137.97
VP/Communications	-	-
Social Media	-	313.99
VP/EID	-	642.06
Diversity	-	1,300.00
Administration	78.81	351,058.50
Corporate Partner Development	508,750.00	718.78
Founders Circle	-	-
Programming/Virtual	-	-
Marketing	28,012.00	98,613.58
NEWH Awards	-	7,309.50
Tradeshows/USA	-	-
Tradeshows/Regional	186,521.50	99,994.81
NEWH Governing Board Mtg.	-	5,689.18
Publications	-	112.68
Website	-	123,031.51
Reserve Acct.	-	-
Bank/Credit Card	-	10,192.87
	1,003,185.41	1,146,265.72

2022 CORPORATE PARTNERS	level	partner since
Durkan Hospitality	Benefactor	1995
Fabricut Contract/S. Harris	Benefactor	2004
Milliken Floor Covering	Benefactor	1996
Signature	Benefactor	2005
ULSTER	Benefactor	2003
Bernhardt Hospitality	Patron	2012
Brintons	Patron	2010/2016
Delta Faucet Company	Patron	2014
EMERALD / Hospitality Design – Boutique Design	Patron	2001
Installation Services Group	Patron	2010
KB Contract	Patron	2022
Moen House of Rohl	Patron	2012
P/Kaufmann Contract	Patron	2011
PTY Custom Lighting	Patron	2022
Valley Forge Fabrics	Patron	2019
American Atelier, Inc.	Supporting	2011
Arteriors Contract	Supporting	2013
Artline Group	Supporting	2018
Ashley Lighting, Inc.	Supporting	2012
Chapman Hospitality Lighting	Supporting	2021
Crossley Axminster	Supporting	2022

Crypton + Nanotex	Supporting	2014
Down Etc.	Supporting	2019
Encore Hospitality Carpet	Supporting	2019
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
Serge Ferrari Group	Supporting	2022
Serta Simmons Hospitality	Supporting	2005
Shaw Hospitality Group	Supporting	1999/2015
Shelby Williams	Supporting	1994/2011
Summer Classics Contract	Supporting	2011
Surya Contract	Supporting	2022
Tarkett	Supporting	2008
TLS Furniture	Supporting	2021
Tropitone Furniture Company	Supporting	2012
WALTERS	Supporting	2012

DIRECTOR/FUNDRAISING

KELLY GADDES

Job Purpose

- Provide oversight and support for fundraising activities of NEWH, Inc. Chapters/Regional Groups.
- Ensure NEWH, Inc. standards and practices for fundraising are understood and followed by Chapter Boards/Regional Group Steering Committees and Fundraising Directors.

APRIL 2022

GOAL STATUS

My goal was to increase communication and networking between the chapters and I'm on target. We had our 1st quarter fundraising call with the chapter fundraising and programming chairs. Fundraising challenges were brought up by Orange County, Paris, Toronto, and Northwest. Subsequent follow up calls have been set up to follow up and assist with their individual needs. The Orange County call has already taken

place. The call with the Northwest and Toronto chapters will be April 1 as will a separate call with the Paris, etc. chapters.

Our Quarter 2 call is set for June 1.

GOAL OBSTACLE

No, it's going better than expected.

COMMITTEE TASKS

Not Applicable

JANUARY 2022

No goals submitted

VP/SCHOLARSHIP

JENNIFER WELLMAN

Job Purpose

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

APRIL 2022

GOAL STATUS

We are continuing to hold educational sessions for chapters on scholarship application judging and we have started to ask chapters how they are tracking recipients and trying to keep them involved. We would like to start a past recipient society to promote scholarship winners after they graduate. The conversation has been started, but we need to move forward with

next steps. We did talk about having a coffee hour in the NEWH booth at HD Wednesday morning after the breakfast, but I don't know if this was approved. I will follow up with Hillary. If it has been approved, we need to market it.

GOAL OBSTACLE

Time and coordination of meetings is always a challenge. We are dealing with travel schedules, time zones, and over all busy

schedules. We have reinstated our monthly meeting so we can start to dig into some of our goals a little deeper.

ACTION PLAN

- Student retainment (mentoring, special events, etc.) and how this is important to our scholarship efforts
- Discussion about what other chapters are doing to engage their winners (extra perks, mentoring)
- Continuing training sessions and application education

JANUARY 2022

No goals submitted

DIRECTOR/SCHOLARSHIP

BRITTANY SPINNER

Job Purpose

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

APRIL 2022

GOAL STATUS

GOAL 1

Continuing with our goal from 2021, in tandem with the VP of Scholarship, we will implement a training program for chapter scholarship directors and their committees.

We have given our first round of trainings to the chapters. Trainings will be continuing through May and June to complete the training for all chapters.

GOAL 2

Create an alumni network of past scholarship recipients and provide an annual party or meeting at one of the tradeshows to encourage past winners to stay connected.

We are working on finding locations and format at the

COMMITTEE TASKS

No- I don't think a sign in sheet was passed at this breakout session. We will have a sign in sheet available for future sessions.

GENERAL COMMENTS

The student event at the leadership conference was great. I would really like to see us do more student promotion/involvement events.

tradeshows to implement this. One idea is a gathering within the booth for past scholarship winners. It would be more of a networking event to help continue the relationship of the scholarship winners with our organization.

GOAL OBSTACLE

Coordination regarding the tradeshows is a bit of a challenge. We also tend to lose the current email addresses of past winners and would love to find ways to follow them more throughout their career.

COMMITTEE TASKS

I personally have not. We would like more board members across all chapters to consider helping to review the applications for our INC. level scholarships

JANUARY 2022

GOAL 1 STATEMENT

- Continuing with our goal from 2021, in tandem with the VP of Scholarship, we will implement a training program for chapter scholarship directors and their committees.
- Complete board trainings for each chapter to develop an education and understanding about the review of the scholarship applications.

GOAL 1 MEASURE

- All 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

Goal 1 Timing: Start: Starting February 2022
End: December 2022

GOAL 1 MAJOR MILESTONES

- Each chapter to have received a training after their scholarships have closed by end of 2022

GOAL 2 STATEMENT

Create an alumni network of past scholarship recipients and provide an annual party or meeting at one of the tradeshows to encourage past winners to stay connected.

GOAL 2 MEASURE:

- Host a reunion party/meeting for the past recipients
- Measure the feedback and participant rate for those who attended

GOAL 2 TIMING

Goal 2 Timing: Start: February 2022
End: May 2022

GOAL 2 MAJOR MILESTONES

- Work with programming to develop a time and place for the reunion to take place
- Finalize the contact list for all who we will be extending an invitation to.

2021 SCHOLARSHIPS AWARDED BY CHAPTER

Chapter	2022	total # of awards	Total Given
Arizona	-	129	137,050.00
Atlanta	-	179	423,865.00
Atlantic City/Philadelphia	-	16	54,500.00
Chicago	-	163	526,573.73
Cincinnati Region	-	6	15,500.00

Dallas	25,000.00	218	535,200.00
Hawaii Region	-	4	8,000.00
Houston	-	148	250,625.00
Las Vegas	-	194	542,604.92
Los Angeles Founding Chapter	-	383	940,098.00
Mid-South	-	4	10,000.00
New England Region	-	45	66,250.00
New York	-	267	772,500.00
North Carolina Region	-	6	17,500.00
North Central	-	54	102,000.00
Northwest	-	66	254,963.64
Orange County Region (Southern Counties)	-	73	105,650.00
Pittsburgh Region	-	7	18,500.00
Rocky Mountain	-	61	162,200.00
San Diego Region	-	3	3,000.00
San Francisco Bay Area	-	43	255,000.00
South Carolina	-	3	7,500.00
South Florida	-	116	230,450.00
Sunshine	-	93	303,500.00
Toronto	-	69	CAD 132,513.00
United Kingdom	-	34	GBP 62,536.88
Vancouver	-	9	CAD 22,500.00
Virginia	-	8	16,500.00
Washington DC Metropolitan	-	170	718,300.00
Clifford Tuttle Scholarship	-	8	40,000.00
Elite Expositions/Cruise Ship Interiors	-	3	15,000.00
Future Hospitality Leaders Scholarship	-	3	15,000.00
Green Voice Design Competition	7,500.00	11	67,500.00
HDAC Diversity Scholarship	-	1	5,000.00
NEW H BrandED/Accor	-	1	7,500.00
NEW H BrandED/Hilton	-	1	7,500.00
NEW H BrandED/Hyatt	7,500.00	1	7,500.00
NEW H BrandED/IHG	-	1	7,500.00
NEW H BrandED/Marriott International	-	1	7,500.00
NEW H ICON of Industry	-	26	127,500.00
NEW H Ken Schindler Memorial Scholarship	-	4	20,000.00
NEW H Leadership Scholarship	15,000.00	4	30,000.00
NEW H Women Leaders in Hospitality Scholarship Award	-	12	60,000.00
NEW H Sustainable Design Competition/School	-	9	40,000.00
NEW H Sustainable Design Competition/Student	-	17	75,000.00
NEW H Vendor - American Holtzcraft	-	1	3,000.00
NEW H Vendor - Fabric Innovations Legacy	10,000.00	9	90,000.00
NEW H Vendor - Fabricut FR-One	5,000.00	15	61,000.00
NEW H Vendor - P/Kaufmann	-	4	40,000.00
NEW H Vendor - Séura	-	4	12,000.00
NEW H Vendor - Symmons	-	6	24,000.00
NEW H Vendor - Woodcraft Design Competition	-	3	15,000.00
TOTALS	\$ 70,000.00	2699	USD \$ 7,414,339.84

VP/EDUCATION

DIEDRE SCHWARTZ

Job Purpose

- Oversee all aspects of the stated NEWH, Inc. mission of Education;
- Ensure NEWH, Inc. mission, standards, and practices for education are understood and followed by Director/Education, Chair/ Continuing Education, Chair/Green Voice, Chair/EDOnline, as well as all Chapter Boards/Regional Group Steering Committees; and
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization’s mission and needs

APRIL 2022

GOAL STATUS

Goal 1

Grow the volume of content materials in EDOnline
So far, we have double the content on EDOnline. There are 115 pieces of content that includes 37 CEUs with 50 more in the que. There is another 44 +/- pieces to add that are video forms of content around green voice, hotel tours, BrandEd, etc. The next milestone is for 4/10 where the team will have reviewed the material and decided if it is relevant for EDOnline.

Our marketing plan for EDOnline is advancing forward and is expected to be ready mid-year where we can enlist help from Marketing/Communications team and conduct outreach to NEWH Regions and Chapters for content.

Goal 2

Define and develop the “Green Voice” (GV) ambassador for greater chapter engagement on GV matters and opportunities.
The framework of this has begun to develop with some key subject matter experts on deck to assist. More to report on this at next IBOD, as Q1 has been focused on HD Expo session and the GV Design Competition.

GOAL OBSTACLE

Nothing unusual...time and competing priorities always pose speed bumps.

ACTION PLAN

EDOnline:

- Phase I: Launch and Publish Initial Content (completed)
- Phase II: Test + Tweak (underway)
 - Where are the opportunities to improve
 - Solicit input from Educators & Designers (design + content)
 - Best Practices/Workflow
 - User Experience – continuous improvement

Phase III:

- Website content consolidation across the whole Education tab

Green Voice:

Establish Roles and Responsibilities of GV chair
Create a network and resources for those GV chairs, including but not limited to:

- Chapter-level event ideas, tours
- Policies (eliminated single-use plastic, local catering, etc)
- Connect GV sponsors to GV initiatives
- Funding and participating in GV events
- Connect sponsor commitment to sustainability
- Create GV virtual events beyond just BDNY + HD Expo
- EG: Virtual Earthday for everyone
- Engage NEWH in sustainability initiatives that are already occurring
- Become a partner on Metropolis climate pledge (for example)

COMMITTEE TASKS:

Not as of yet but anticipate this occurring in the next few months.

GENERAL COMMENTS:

There is a great opportunity to organize the Education tab of the NEWH website to make it easier for members to find content. EDOnline should be the main spot where members go to find article, podcasts, white papers, CEUs, presentations, and virtual events. There are a few links that may be considered for “retirement”.

While we feel like our content needs a thorough audit, we also should address the framework of the Education tab to ensure it provides a positive/intuitive user experience with ease. We would love to hear from members about if and how they use EDOnline and the various educational resources available online.

JANUARY 2022

GOAL 1 STATEMENT

Grow the volume of content materials in EDOnline

GOAL 1 MEASURE

1. Curate a marketing and communication plan to draw awareness around this important membership benefit for the various types of members and their respective interests.
2. We have a wide assortment and volume of content that includes CEUs, white papers, presentations, articles, videos, and more.

GOAL 1 TIMING

Start in January and end in December. It will really never end, but we will ultimately layer on a review process where we will continually evaluate existing content for relevance. We will remove content while continuing to add new content.

GOAL 1 MAJOR MILESTONES

1. Schedule planning meeting with NEWH Marketing/Communication Team
2. Develop calendar based on openings and opportunities
3. Create a "sell sheet" that addresses the needs of designers, suppliers, and students

GOAL 2 STATEMENT

Define and Develop the "Green Voice" (GV) ambassador for greater chapter engagement on GV matters and opportunities.

GOAL 2 MEASURE

1. We have a well-defined description of what the GV ambassador's job description
2. Calendar meetings set up with 6-8 chapters
3. Participation of Chapter members in GV committees

GOAL 2 TIMING

Start in February end in November

GOAL 2 MAJOR MILESTONES

1. At least 6 meetings are set on calendar with Chapters
2. GV chair – job description is written
3. GV chairs at 8 chapters
4. Directory of Subject Matter Experts we can solicit for GV topics, presentations, speaking opportunities

COMMENTS

We had a small but very engaged team at the November IBOD meeting where many of these items were discussed. We want to be

more involved in reaching out to educational institutions to demonstrate the opportunities with them for student scholarships, mentoring, networking, etc. Barbara is excited to learn more from the schools to see how we can better meet the needs of students.

How do we do a better job of retaining student membership post-graduation? The Green Voice competition is a great and growing opportunity, and we can all help spread the word about this at the chapter, national, and international level.

DIRECTOR/EDUCATION

DALLAS BENTLEY

Job Purpose

- Manage development and implementation of education programs that align with NEWH, Inc. mission, including Continuing Education, EDOnline, and Green Voice programs.

APRIL 2022

GOAL STATUS

GOAL 1

is to develop an integrated marketing plan for EDOnline and Green Voice by February 15th, 2022. I have made progress and should have a first draft to Deidre by 4/1/2022.

GOAL 2

Submit proposal to Deidre Schwartz for CEU Day and Education Council by 4/1. This will be completed 4/8.

GOAL OBSTACLE

No, only busier at work. Most of my goals are improvements on our existing efforts or whole cloth new programs, so they are not associated with any deadline other than the somewhat arbitrary ones I have imposed. I have been able to make some progress on the marketing plan but only nearing the end of a first draft.

The CEU Days and Education Council has not seen much attention.

COMMITTEE TASKS

I have not. But I see where you are going with this. We are looking to grow our committee, and this would be a way to do that with a clear list of "things to do" for the new members.

GENERAL COMMENTS

I'm excited by the work that Barbara Bradley has done. She has attempted to improve the quality and quantity of offerings on EDOnline. Her efforts to bring AEC content on board and to help edit the content online currently is worthy of praise. Also, Rachel Berkin brought together two good Green Voice sessions and is now well into planning the HD Expo sessions. She has been getting up to speed on the Scholarship and meeting with David and Kiko to learn more about the sustainability efforts at NEWH and bounce ideas. Deidre has supported Rachel well.

JANUARY 2022

GOAL 1 STATEMENT

Develop and implement an integrated marketing plan for EDOnline, CONEd, and Green Voice to promote awareness and communicate value among chapter board members, general membership, corporate partners, and international board members.

GOAL 1 MEASURE

When I have completed the final draft of the marketing plan including list of marketing activities, desired audience, messaging, and calendar of activities by February 15th, 2022.

GOAL 1 TIMING

The goal will begin after the 1/13 IBOD meeting.

GOAL 1 MAJOR MILESTONES

Milestone 1: Finalize plan 2/15.

Milestone 2: 3/15. Confirm major activities requiring coordination with NEWH Inc and IBOD parties: Social media messaging, virtual event planning, physical collateral creative work, digital media programming with Tim, etc.

Milestone 3: 11/15. Complete primary marketing activities according to plan.

GOAL 2 STATEMENT

Evaluate the feasibility and value of two ideas related to Continuing Education:

1. A CEU Day (or Week) program that can provide education programming in a way that is helpful for several chapters, particularly those that struggle to provide educational

content. This can be virtual or in person.

2. the creation of an Education Council or Education Ambassadors composed of educators at universities and chapter level Student Relation Directors. This group may provide feedback about students entering the workforce who are potential new members, changes to curricula and educational trends, and about NEWH's educational offerings.

GOAL 2 MEASURE

The evaluation consists of the education team members brainstorming, drafting a proposal, and consulting with VPs on the IBOD level to gather consensus. From there, another goal can be to propose how to develop anything that is green lit.

GOAL 2 TIMING

1/13 – Start at education breakout at IBOD to brainstorm ideas.

End Goal, if approved, with CEU Day in Winter 2023.

GOAL 2 MAJOR MILESTONES

1/13 – Start at education breakout at IBOD to brainstorm ideas.

4/1 – Submit proposal of CEU Days and Education Council to VP Education Deidre to propose to Exec committee.

5/1 – If green lit, develop preliminary plan (calendar, milestones) for VP Education Deidre to approve.

8/1 – Begin to market Education Council for members and CEU day activities.

BDNY 2022 – Report on progress. Possibly invite first Education Council to BDNY activities.

Winter 2023 – Conduct CEU Day.

DIRECTOR/BRAND PROGRAMS

TERI UROVSKY

Job Purpose

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

APRIL 2022

GOAL STATUS

BrandED sponsorship – Brand Programs has secured three vendor sponsorships of the six targeted. Continuing efforts being made with recent email blast from NEWH, inc. as well as a focused effort at HD. Confidence is high that we will secure the remaining three.

BrandED events – The two BrandED programs (Hyatt and Marriott) held at Leadership were extremely successful with strong attendance and positive feedback. In addition to these sessions, we are well on our way to achieving the goal of 2 virtual BrandED events and 5-6 Live events this year. The first virtual event took place in January with a session by Holland America. A live BrandED event led by Holland America will take place in concert with the Cruise Ship Interiors show in Miami in June. Dates for additional live events are being confirmed with Marriott (Autograph presentation in May and Bethesda Marriott/Corp bldg presentation in September), IHG event planned for June as well as Hilton and Hyatt committing to events for later this year.

Create Owner/Developer Council – Efforts to form an Owner/Developer council to guide and influence our programs have been initiated with a formal kickoff meeting held earlier

this month and follow up steps identified.

PowerTalk Event – The next PowerTalk event is tentatively planned for October 2022 with official planning kicking off this summer.

GOAL OBSTACLE

Not at this time.

COMMITTEE TASKS

Our last breakout consisted of members of the Brand Programs Committee. The Brand Chairs (Debbie McKelvey, Leslie Anderson, and Stephanie Deshaies) are doing a fantastic job in completing efforts toward the committee goals.

GENERAL COMMENTS

We are excited to have the Live BrandED sessions returning this year after a two-year hiatus. The in-person networking, learning and camaraderie coupled with the opportunity for earning revenue towards scholarships is invaluable and it is exciting to see that getting back on track

JANUARY 2022

GOAL 1 STATEMENT

Clarifying Brand Programs

Clarify brand programs to address the following:

- When and in what manner should BrandED be monetized?
Selling 2022 is a goal.
- Should we sell 2021 virtual?
- Should BrandED programs be kept open to all or taken back to a closed/invitation only group?
- How should Brand Programs be continued with the promotion of programs with discounts?
- How to demonstrate the value and benefits of Brand Programs to members? i.e.: NEWH Magazine articles are only for members and CP's.
- How to capitalize on Brand Programs to grow membership?
- How to demonstrate the value and benefits of Brand Programs to Chapters?
- Etc., Etc.

GOAL 1 MEASURE

Goal to be complete with a document to be the complement to the process document completed in 2021. The new document will outline the position statement around Brand Programs and provide supporting information regarding answers to the above questions and any additional questions that arise during the process.

GOAL 1 TIMING

Goal to be kicked off at January 28 committee meeting with an objective to be complete by 4/30/22.

GOAL 1 MAJOR MILESTONES

- Introduction of goal to committee and request for volunteers – 1/28/22
- Kickoff meeting – 2/11/22

- First draft review – 3/1/22
- Second draft review – 3/29/22
- Senior leadership review – 4/12/22
- Final issue – 4/30/22

GOAL 2 STATEMENT

Brand/Owners' Council

Develop and implement a Brand/Owner Council. This Council will serve to connect NEWH and Brand/Owners for the purpose of building loyalty to NEWH, to expose Brand/Owners to NEWH, to increase visibility, to maintain and build on the relationships, to engage.

GOAL 2 MEASURE

All participating Brand/Owners have been invited to the Council and we have established an annual Council summit.

GOAL 2 TIMING

1/28/22 – 6/30/22

GOAL 2 MAJOR MILESTONES

- Introduction of goal to committee and request for volunteers 1/28/22
- Kickoff meeting and brainstorming on target Brand/Owners as well as Council goals/objectives 3/1/22
- Brand/Owners contacted, and participation agreed. 4/30/22
- Plan and hold Council Summit 6/30/22

COMMENTS

These goals align well with and support the overall direction of the Brand Programs Committee to provide exceptional educational opportunities offering new and diverse programs and broadening the reach of NEWH to untapped areas of the industry such as the owner and developer communities.

CHAIR/CONTINUING EDUCATION

BARBARA BRADLEY

Job Purpose

- Manage NEWH, Inc. Continuing Education program to provide continuing education opportunities to the NEWH, Inc membership.

APRIL 2022

GOAL STATUS

Goal 1 status:

In this first quarter, 75+ IDCEC-accredited CEUs have been vetted

and submitted for publishing. We are nearing completion of Phase 1 (loading content).

OUTCOME:

Our collaboration continues with AEC Daily, adding new courses from their library. We expect to announce and promote the library to educators and members in the near future.

GOAL 2 STATUS:

All CEUs have been reviewed to ensure they align with best practices and reflect the educational integrity of NEWH, Inc. A standards manual (electronic) is in the works to document the submittal entry process to maintain consistency.

OUTCOME:

As we begin Phase 2, we will issue an educator and member survey for feedback, site navigation, relevancy, and content requests. We'd like to punch up the aesthetic appeal, but that will come later in the year.

GOAL 3 STATUS:

An initial discussion on the 2022-2023 Green Voice Design Competition has generated fresh ideas with Rachel onboard for this year's rewrite. My role will shift to offer GVDC support as

needed.

OUTCOME:

We are aiming for an earlier date (May-June) to post the GVDC entry forms.

GOAL OBSTACLES:

It's been a slow process without IT support for troubleshooting.

Goal Obstacle

The submittal process had a 2-month delay; IT support was not available to resolve publishing issues with AEC Daily content. INC's creative problem-solving team shifted the gears. Collaborations are positive and productive.

GENERAL COMMENTS

Hillary's support has been amazing, offering workarounds and resolving issues as content is published. Deidre's ED team 'think tank' has kept us motivated and focused. The collective passion for education is inspiring!

JANUARY 2022

GOAL 1 STATEMENT

Primary on-going focus: Curate new and existing CEUs to ensure they meet high caliber, IDCEC certification; offering members easy access to 24/7 online or in-person formats and expanded hospitality design-related LEED/WELL, Sustainable Design, and 2022 trending topics.

GOAL 1 MEASURE

- Posting 65+ new CEUs in collaboration with A.E.C. Daily and industry partners, with content categorized to reflect EDOonline guidelines.
- Current 'available CEUs' will be merged and categorized under EDOonline to simplify accessibility
- Bi-Annual survey feedback from chapters and educators will support on-going evaluation of desired topics and gaps

GOAL 1 TIMING

First quarter 2022 survey sent out (once 50+ CEUs posted). Review and make adjustments before third quarter.

GOAL 1 MAJOR MILESTONES

- CEU survey results examined; changes implemented, and tasks assigned to curating team
- Engage Chapters and student members to obtain direct feedback on desired CEU and relevancy of current library.
- Ongoing pursuit of industry contributors and new CEU resources

GOAL 2 STATEMENT

CHAIR/ED ONLINE

PENNY SHELTON

Job Purpose

- Develop/manage an online education effort to support the NEWH, Inc. mission of education.

APRIL 2022

GOAL STATUS:

We have made a lot of progress thanks to Hillary and Barbara! Both have continued to work out issues with web site and added content

GOAL OBSTACLE:

No, I would not call the issues obstacles, simply the process.

Collaborate with marketing to promote NEWH EDOonline's accessible CEU offerings, targeting current needs of designers, educators, students, suppliers, and industry sponsors. Promote NEWH as competitive resource for continuing education.

GOAL 2 MEASURE

- Review untapped opportunities to market and elevate EDOonline continuing education through chapter engagement and survey feedback received from educators, students, and designers
- Document available summarizing CEU postings by category will be available to curating team for ongoing evaluation

GOAL 2 TIMING

First quarter of 2022; third quarter reevaluation

GOAL 2 MAJOR MILESTONES

- After 50+ CEU listings are posted on EDOonline and survey results available, review and make changes as needed.
- After third quarter survey received, make ongoing adjustments
- CEU library is a valued, go-to resource for members

COMMENTS

The addition of 50+ IDCEC-certified CEUs will have been submitted to INC by 2021-year end. It took more hours than expected to setup and manually enter A.E.C Daily course submissions. It will be our advantage to find ways to streamline the submission process, possibly engage their tech department to reduce the hours involved.

COMMITTEE TASKS:

No

GENERAL COMMENTS:

A big thank you to Barbara for working to get the CEU's uploaded and working out the tweaks!

JANUARY 2022

GOAL 1 STATEMENT

2021 Goal was to get the site up and running! Yeah, we accomplished it

GOAL 1 MEASURE

The site is beautiful and up and running

GOAL 1 TIMING

In reality the goal never ends. We will be adding and removing content forever!

GOAL 2 STATEMENT

Adding content to the site

GOAL 2 MEASURE

Content is now available

GOAL 2 TIMING

In reality the goal never ends. We will be adding and removing content forever!

CHAIR/GREEN VOICE

RACHEL BERMAN

Job Purpose

- Develop/manage an online education effort to support the NEWH, Inc. mission of education.

APRIL 2022

No goals submitted

JANUARY 2022

No goals submitted

CHAIR/BRANDED

DEBBIE MCKELVEY

Job Purpose

- Develop/manage an online education effort to support the NEWH, Inc. mission of education.

APRIL 2022

GOAL STATUS

1. Get sponsors for 2022 BrandED-need 6.
2. Get live events planned & set up. Would like to have at least 6 live for the year and a few virtual.

GOAL OBSTACLE

1. Slow to get sponsors w/need to get corporate partner positions filled. But as of today 3/15/22, we have secured 3: Mincey Marble & Ratana who joined again after sponsoring in 2020 and Gary Platt new this year.
2. Brands hard to pin down for this first quarter of year, looks like we might be doubling up months as summer seems better for

GOAL 2 MAJOR MILESTONES

The site is up and now we need to advertise it! We do plan to create an advertisement schedule for 2022 to promote both content & use.

COMMENTS

This site is a process and one that will continue to grow. Getting it off the ground has been a huge task, but we have managed and now it can grow and shine!

Thanks to all for making this happen.

most to start live.

3. As of today, we have a commitment from My w/Holland America to hold event in Miami on 6/9/22. Our team is meeting next Friday to plan out details.

COMMITTEE TASKS

n/a

GENERAL COMMENTS

All is good, lots of excitement for BrandEd events on from the brands and the chapters to host. The 2 live BrandED events at leadership conference were great & very well attended!

JANUARY 2022

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.

APRIL 2022

GOAL STATUS

I am a little behind on the goals set for January because I lost my Board of Director. But I am planning on catching up by the end of 2022.

One of the goals for EID is to reach out to each chapter to encourage them to elect an EID Director either for this year or for 2023.

Another one of my goals is to bring a guest speaker to the EID Committee at least 2-3 times a year.

We finished the Membership Best Practices and sent it to Shelia and Chris to review prior to us sending to the VP of Membership

We finished the Scholarship Best Practices and in the reviewing

process. We are planning a meeting with the VP of Scholarship and the Lead EID person to discuss and make recommendations and/or edits prior to sending to Shelia and Chris for review

We held a Strategic Planning meeting which I felt was successful and energized many of the directors on the committee in January

GOAL OBSTACLE

The only obstacle is time

COMMITTEE TASKS

Those that attended the Membership/EID Breakout many of the members are already EID Directors for their chapters or regional groups.

GENERAL COMMENTS

I think that EID does not always need to be paired with Membership at the IBOD meeting breakouts. I would love to EID pair up

JANUARY 2022

No goals submitted

DIRECTOR/EQUITY, INCLUSION, and DIVERSITY

Director

Job Purpose

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

JANUARY 2022

No goals submitted

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.

APRIL 2022

GOAL STATUS

Complete – the leadership conference was a huge success

The networking game developed at the breakout was a big success and people enjoyed it during the LC

GOAL OBSTACLE

No obstacles

COMMITTEE TASKS

Not applicable at this time

ACTION PLAN

JANUARY 2022

GOAL 1 STATEMENT

Provide leadership, oversight, direction, and support to the team responsible for planning, development, and execution of the 2021 Leadership Conference.

for LC and confirm speakers and commitments from panelist by Dec 31.

GOAL 2 MEASURE

Success of the speakers for the LC will be measured on these key factors:

GOAL 1 MEASURE

Success of the 2021 LC will be measured on three factors:
Satisfaction – as measured by a survey (or interviews, or gathering anecdotal data, etc.) of attendees after the Conference with questions on content, logistics, etc.

- Key notes speakers confirmed and under contract.
- Break out session topics finalized, and perspective speakers outlined and confirmed.

Budget – staying on budget

Delivery – meeting timeline target dates.

GOAL 2 TIMING

Breakout session long descriptors completed by end of Dec. 2021
Set up calls with panels to be completed by Jan 17 2022

GOAL 1 TIMING

overall planning began in May 2019 and LC will be Feb 2021

GOAL 2 MAJOR MILESTONES

Coordinate with INC to ensure signed agreements in place by end of Dec 2021.

GOAL 1 MAJOR MILESTONES

Work with the EC and the LC committee to hit major milestones in the development of the LC conference based on those dates outlined in the Project Plan (aka responsibility chart).

Coordinate with panels and moderators to schedule pre-conference collaboration calls.

Complete the run of show in coordination with Director of Conferences by end of Jan. 2022

GOAL 2 STATEMENT

Collaborate with LC committee to design panels and break outs

DIRECTOR/MEMBERSHIP

VANESSA VAUGHAN

Job Purpose

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

APRIL 2022

MEMBERSHIP REPORT BY CHAPTER

chapter	October 14, 2021	10/14/2021 w/ Students	2022 to date	2022 to date w/ Students	% of Change since November 2021 meeting	2021 non renewals		2021 new members/ past returning		voting members	non voting	students
	w/o students					Students are not reflected						
Arizona	110	136	116	139	5%	9	7.8%	9	8.2%	99	17	23
Atlanta	311	489	254	385	-18%	73	23.5%	19	6.1%	173	81	131
Chicago	288	370	271	333	-6%	43	14.9%	20	6.9%	218	53	62
Dallas	316	409	317	403	0%	47	14.9%	34	10.8%	263	54	86
Houston	122	178	106	157	-13%	15	12.3%	9	7.4%	82	24	51
Las Vegas	164	211	151	200	-8%	37	22.6%	10	6.1%	110	41	49
Los Angeles Founding	186	230	188	229	1%	21	11.3%	18	9.7%	158	30	41
Milano	90	90	87	87	-3%	11	12.2%	24	26.7%	80	7	0
New York	359	438	326	392	-9%	57	15.9%	29	8.1%	256	70	66
North Central	182	316	167	286	-8%	19	10.4%	11	6.0%	99	68	119
Northwest	156	201	171	204	10%	26	16.7%	22	14.1%	129	42	33
Paris	20	24	15	17	0%	5	0.0%	4	0.0%	14	1	2
Rocky Mountain	166	217	148	188	-11%	21	12.7%	21	12.7%	119	29	40
San Francisco Bay	159	220	153	183	-4%	28	17.6%	19	11.9%	109	44	30
South Florida	199	249	176	214	-12%	47	23.6%	20	10.1%	139	37	38
Sunshine	194	261	169	228	-13%	30	15.5%	11	5.7%	136	33	59
Toronto	106	197	132	226	25%	7	6.6%	11	10.4%	89	43	94
United Kingdom	124	135	114	123	-8%	24	19.4%	22	17.7%	98	16	9
Washington DC Metro	253	312	275	321	9%	25	9.9%	34	13.4%	219	56	46
Atlantic City/Philadelphia	99	141	102	149	3%	12	12.1%	9	9.1%	82	20	47
Cincinnati Region	61	114	65	78	7%	9	14.8%	7	11.5%	40	25	13
Mid-South Region	119	200	131	132	10%	13	10.9%	11	9.2%	87	44	1
New England Region	102	126	104	116	2%	6	5.9%	7	6.9%	77	27	12
North Carolina Region	81	117	62	98	-23%	21	25.9%	8	9.9%	47	15	36
Orange County Region	80	110	74	95	-8%	15	18.8%	9	11.3%	53	21	21
Pittsburgh Region	35	53	38	58	9%	4	11.4%	3	8.6%	28	10	20
Regional Members	63	65	48	52	-24%	4	6.3%	4	6.3%	35	13	4
South Carolina Region	29	36	26	32	-10%	1	3.4%	1	3.4%	22	4	6
Vancouver Region	78	128	68	119	-13%	10	12.8%	10	12.8%	55	13	51
edited 11-April-2022	4252	5773	4054	5244	-5%	640	15.1%	416	10.3%	3116	938	1190

REGIONAL MEMBERSHIP

Regional Areas	2022	2021	2020	2019	Regional Areas	2022	2021	2020	2019
Arkansas	2	2	2	2	Kansas	1	1	0	0
Asia/Pacific	12	9	4	1	Michigan	2	2	3	4
Atlantic Canada	1				Missouri/St. Louis	14	16	12	8
Hawai'i	2				Oklahoma	4	5	5	6
India	1	1	0	0	San Diego	1			
Indiana	8	8	6	6	Spain	1	2	1	0
Israel	1				Virginia	2		2	3

CHAIR/NEWH LODGING PROGRAM

TERI SCHELL

Job Purpose

- Manage the NEWH, Inc. Lodging Program, a member benefit providing discounted rates at hotel properties participating in the program.

APRIL 2022

No goals submitted

JANUARY 2022

No goals submitted

DIRECTOR/NEWH CONFERENCES

ALEXANDRA JONES

Job Purpose

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

APRIL 2022

GOAL STATUS

We set and exceeded our goals for the February conference, a sell out!

GOAL OBSTACLE

Sponsorship we would have wanted more funds however are pleased with our first ever pandemic event had great momentum and feedback.

COMMITTEE TASKS

once the conference is announced we will meet with the local chapter so engage them on the next steps.

GENERAL COMMENTS

We will review the feedback on the survey's and apply the ideas, suggestions, and improvements for the next conference

JANUARY 2022

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.

APRIL 2022

GOAL STATUS

Moving forward and working towards achieving the goals, our presence on social channels has grown +500 so far this year.

GOAL OBSTACLE

- Time

- Getting content
- Schedule

COMMITTEE TASKS

Yes

JANUARY 2022

GOAL 1 STATEMENT

Develop a strategy to increase the presence of NEWH's mission, vision, success, members, and events through social channels internationally growing our following and the interaction between followers.

GOAL 1 MEASURE

Quarterly review with Communications team to see where we are with the goal

GOAL 1 TIMING

January 1, 2022 start ending at the end of 2022

GOAL 1 MAJOR MILESTONES

Reaching 10,000 followers on IG and interacting with members, brands and followers around the world

GOAL 2 STATEMENT

Increase NEWH chapter's involvement with social media with all chapters being involved and having a presence through social channels

GOAL 2 MEASURE

Quarterly calls with chapters to discuss strategies and challenges.

GOAL 2 TIMING

Jan. 10, 2022, start, end with final review at IBOD meeting in Jan 2023

GOAL 2 MAJOR MILESTONES

Review with chapters quarterly how they are doing and support them with what is needed.

DIRECTOR/SOCIAL MEDIA

TORY KNOPH/Director

Job Purpose

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

APRIL 2022

No goals submitted

JANUARY 2022

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.

APRIL 2022

GOAL STATUS

I think there is finally an opportunity to progress quite well. Canada's reopening from the pandemic has been very conservative, but we just had our first in-person, indoor event again in Toronto. We have also brought on a board member (Celine) who is physically in Quebec and francophone which is invaluable in being able to organize an event in QC.

GOAL OBSTACLE

Aside from the obvious pandemic, no. Even as the cases dropped, we still saw a lot of apathy toward events and getting together. I think this is finally starting to subside.

ACTION PLAN

I was not present at the board meeting to have a breakout session regarding this.

COMMITTEE TASKS

I currently have 3 formal committee members for this goal in particular, with the entire Toronto board helping as back up to get the event off the ground.

GENERAL COMMENTS

I'm looking forward to a great 2022 with some renewed energy and a fresh perspective toward social events and getting together!

JANUARY 2022

No goals submitted

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM/EUROPEAN UNION

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.

APRIL 2022

I am pleased to report that business activity levels are picking up across the UK and Europe as the restrictions in place due to the pandemic have eased and life seems to be returning to some type of normality. The Maison + Objet exhibition took place in Paris last week postponed from January and Salone de Mobile in Milan is now scheduled to happen in early June. The design firms, whilst busy, seem to have flexi working in place and are not in the office full time and this provides its own challenges, particularly when it comes to arranging events. There are a number of hotel projects now happening, some delayed over the last couple of years and other new opportunities, although with the war in the Ukraine there is still a great deal of uncertainty ahead.

Membership in the UK continues to hold relatively steady with new members replacing those whose subscriptions have lapsed, and whilst Milan has seen a recent drop in membership it is still in a strong position after fantastic growth from its inception. The Paris chapter seems to have a more robust Board and it is hoped that both European chapters will be able to start holding live in person events again. The Paris chapter was able to hold a very successful breakfast event at Maison + Objet last week which attracted some 30-40 guests including some from the UK and Italy.

We also resumed the successful La Pause webinars last month with a focus on Food & Beverage although attendance was much smaller than those we had in 2021 which I am sure is because more people are working back in their offices and are busier. We still plan to continue this initiative in 2022 which 3 other planned webinars, at least one of which will be live at the Equip Hotel exhibition in

Paris in October.

The UK chapter celebrates its 20th anniversary this year and is planning on holding an event in June inviting members past and present to attend. The goal is also to have an event a month and in February the first hotel tour for 2 years was held at the newly opened Pan Pacific Hotel in London. At the end of March, the UK chapter have the Top ID event which will showcase the winners of the award for 2022 who are AD Associates, Sparc Studios, and THDP. Held and sponsored once again by Roca we anticipate this will be a well-attended event given that the industry is keen to connect again.

The increased profile for NEWH continues to be supported by our collaborations with industry organisations in Europe. The UK chapter is currently working on agreements for 2022 with HIX, Cruise Ship Interiors Expo, Hotel Designs, and the Society of British Interior Designers (SBID) and will still be promoted in both SPACE and Hospitality Interiors magazines. In Paris and Milan, the chapters are working with Maison & Objet, Salone de Mobile, and Equip Hotel so that NEWH can have a more prominent presence at these exhibitions in the future and perhaps be involved in some of the panel discussions and events that take place during the shows.



During the initial lockdown we started the “La Pause” European webinars which were a great success. They gave us the opportunity to bring together all the chapters in Europe and raise the profile of the organisation across the continent, and it created a lot of interest

JANUARY 2022

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by keeping the topics fresh and topical. At the end of Summer 2021 we took a break but will recommence these in 2022 and plan to make them quarterly in the future. We’re hoping that the European collaboration of these events between the chapters in the UK, Paris, and Milan will enable us to build a closer relationship between the chapters and allow us to attend events in other chapters as vaccination rates increase and travel becomes easier.

This year represents the 20th anniversary of the UK chapter and as such we have planned events to take place every month. In addition to the usual Fundraising, Round Table, and Top ID events we are planning a 20th anniversary party in June celebrating the time NEWH has been in the UK.

The key objectives remain the development of the new chapters in Europe providing additional support, help, and mentoring to both the Paris and Milan boards. We are looking to pair board members from the UK with their equivalents in Milan and Paris so they can share their experiences and knowledge and will hopefully bring the chapters even closer together. Finally, we have had interest from designers and suppliers in Germany about setting up a chapter there and some initial discussions have taken place with JOI Design, a prominent hospitality design firm based in Hamburg.

Designers (SBID) and will still be promoted in both SPACE and Hospitality Interiors magazines. In Paris and Milan the chapters are working with Maison & Objet, Salone de Mobile, and Equip Hotel so that NEWH can have a more prominent presence at these exhibitions in the future and perhaps be involved in some of the panel discussions and events that take place during the shows.



During the initial lockdown we started the “La Pause” European webinars which were a great success. They gave us the opportunity to bring together all the chapters in Europe and raise the profile of the organisation across the continent, and it created a lot of interest by keeping the topics fresh and topical. At the end of Summer 2021 we took a break but will recommence these in 2022 and plan to make them quarterly in the future. We’re hoping that the European collaboration of these events between the chapters in the UK, Paris, and Milan will enable us to build a closer relationship between the chapters and allow us to attend events in other chapters as vaccination rates increase and travel becomes easier.

This year represents the 20th anniversary of the UK chapter and as such we have planned events to take place every month. In addition to the usual Fundraising, Round Table, and Top ID events we are planning a 20th anniversary party in June celebrating the time NEWH has been in the UK.

The key objectives remain the development of the new chapters in Europe providing additional support, help, and mentoring to both the Paris and Milan boards. We are looking to pair board members from the UK with their equivalents in Milan and Paris so they can share their experiences and knowledge and will hopefully bring the chapters even

closer together. Finally, we have had interest from designers and suppliers in Germany about setting up a chapter there and some initial discussions have taken place with JOI Design, a prominent hospitality design firm based in Hamburg.

PAST PRESIDENT

CYNTHIA GUTHRIE

Job Purpose

- Know parliamentary procedures and ensure meetings are conducted under these rules.
- Chair the Nominations committee to elect members of NEWH, Inc. Executive Committee and the NEWH, Inc. IBOD.
- 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.

APRIL 2022

GOAL STATUS

We set and exceeded our goals for the February conference, a sell out!

GOAL OBSTACLE

Sponsorship we would have wanted more funds however are pleased with our first ever pandemic event had great momentum and feedback.

COMMITTEE TASKS

Once the conference is announced we will meet with the local chapter so engage them on the next steps.

GENERAL COMMENTS

We will review the feedback on the survey's and apply the ideas, suggestions, and improvements for the next conference.

JANUARY 2022

GOAL 1 STATEMENT

To complete Leadership Conference Manual

GOAL 1 MEASURE

When the manual is reviewed and approved by NEWH Staff – Shelia & Jena.

GOAL 1 TIMING

Start/Continuation – April 1, 2022
approved July 1, 2022

GOAL 1 MAJOR MILESTONES

Start/Continuation: April 1, 2022 – review where we left off (Cindy & Jena)
June 1, 2022 compile the review details and submit draft to NEWH Staff, VP Development & LC Conference Director
July 1, 2022 complete manual approved by NEWH Staff

GOAL 2 STATEMENT

To begin Nomination process for NEWH Inc. International Board of Directors & President Elect.

GOAL 2 MEASURE

Goal will be achieved when slate for interested positions are ready for ballot to be issued.

GOAL 2 TIMING

Start – February 2022

End – August 2022

GOAL 2 MAJOR MILESTONES

Feb 2022 – Begin review/interviews of interested candidates.
August 2022 – finalize and issuance of ballot for voting.
November 2022 – deadline for votes.
December 2022 – Announce positions from election.

COMMENTS

Happy New Year and wishing you a healthy and prosperous 2022!

A big thank you to all who have contributed time and devotion to the NEWH 2022 Leadership Conference. Without your help, this conference would not be possible. WE appreciate you! I am excited about the high quality of sessions and speakers to make this conference better the ones before and truly will elevate NEWH within our industry. If you have not registered to attend.please do!

With regards to the upcoming elections for NEWH Inc. IBOD Directors & President Elect, please reach out to me personally if you would like to talk about any of the IBOD positions. Also, if you are currently on the IBOD and would like to retain your position, please let me know your interest. I will also be reaching out to all on IBOD as well. My cell is 561-248-7240 and email cindy@guthrieassociates.com

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.

APRIL 2022

GOAL STATUS

The Branded team is doing well on the goals they set last year. See Teri Urovsky's report for more detail on their goals and progress.

The TopID has been under review and Meg Prendergast has been appointed as the new chair for this NEWH award. We are on schedule to add the "Wild Card" selection to this year's nominations and launch the new APEX Award at the Platinum Circle in 2023.

GOAL OBSTACLE

Time always seems to be an obstacle, but I feel we are doing very well in progressing around the challenge.

ACTION PLAN

N/A

COMMITTEE TASKS

N/A

GENERAL COMMENTS

We are doing well with the development of partnerships with our brands and media friends. We are working this year to add a NEWH session within The Lodging Conference agenda along with continuing our Branded Scholarship Award during the lunch session. We will also include a NEWH TopID firm as a participant to design a lounge space for the conference.

JANUARY 2022

No goals submitted

NEWH STAFF

Jena Seibel/ Debbie Onesti/Diane Federwitz/Julie Hartmann/Kate Nesbitt/Hillary Eggebrecht/Kathy Coughlin

We would like to introduce you to the new members of our Finance Team, Debbie Onesti, and Patricia Floyd. Debbie serves as Finance Director/Office Manager and works full time. Pat is our new Finance Assistant and works 20-24 hours per week.

Debbie has her degree in Business Analysis and MS in Management/Org Development. She comes to us from the Shawano County Chamber of Commerce where she was Finance Manager. She also works for Shawano Dollars for Scholars, so understands our mission and passion for Scholarship & Education!

Patricia has her Associate Degree in Accounting and has held various positions covering all aspects of accounting.

Susan Huntington has accepted another position but has volunteered to stay on part-time until Debbie is up to speed. We thank Susan for all she has brought to NEWH and wish her much success in the future!!

We also would like to thank Julie Hartmann for once again stepping up and going the extra mile to keep us together in the finance department!!

2022 BOARDS

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

Board Changes – Have you recently added a new board member? Has someone left your board? Please alert the NEWH office with any board changes so we can update the database and be sure new individuals are pulled for important board information and show upon the website in your board roster. If any new people appointed to positions throughout the year need training, please contact the NEWH office. Any new directors can listen to the mandatory training video for their position, found in the Board Resources section of the website.

Succession planning – Even though actual nominations do not start until August now is the time to be on the lookout for upcoming board members! Look for those members who actively participate in your chapter – who attend events, serve on a committee, etc. Put a bug in their ear early letting them know you think they'd be a perfect addition to your board. Give them time to think about it, invite them to your board meetings or committee meetings to start getting them involved. As board members, show enthusiasm by serving on the board! No one wants to join a board if they hear board members complaining.

Board Training/ Strategic Planning – Please see Chapter/Regional Board Training schedule. Please reach out to jena.seibel@newh.org to schedule your training if you are due for virtual BD Train and/or ST Plan for 2022.

MEMBERSHIP

Dues Renewals – Be sure to look over your chapter dues report (which is emailed to all board members). Divvy up names on the report and directly contact those members who have recently lapsed or those whose dues are coming up. Remind them to renew online and invite them to your upcoming events. People are much more likely to renew after personal contact than from a reminder email from NEWH, Inc. Be sure to reach out to your Student members who are graduating in 2022 – they will receive a courtesy associate membership upon graduation. Now's the time to contact these Student members to be sure we have their correct contact information once they graduate!

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. This is also a great time to ask them to volunteer in your chapter and to be part of a committee! To ensure timely approvals, anything over 30 days will be reviewed and approved by Shelia in the NEWH office.

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!

EVENTS

Event Calendar – if any of your 2022 event dates change, please be sure to contact Diane at the NEWH Office to update your website calendar. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your online calendar is correct.

Show Member Value for your Events - Show member value and 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. However, if you have event with a maximum capacity, you may want to charge a nominal fee for members so if there is some commitment to their event registration. Be sure you are offering quality programs to maintain members and attract nonmembers – as people become busy again, they will choose events that are most worth their time.

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 the NEWH office for help!

Registration for Virtual events with a Ticket Cost will be done on the NEWH website 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.

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. Watch for vacation notices coming up that may affect broadcast schedules.

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

2022 Regional Tradeshows

- Denver, CO June 2, 2022
- Atlanta, GA September 29, 2022
- Orlando, FL October 18, 2022
- South FL October 20, 2022

2023 Regional Tradeshows Are being worked on and will be announced once confirmed on the NEWH website. If your chapter is interested in hosting and has not been contacted, please reach out to jena.seibel@newh.org

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. As a reminder, you have a fundraiser to raise funds for the following year. So, any fundraisers had in 2021 should go towards planning for 2022 scholarships.

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. Now all submitted scholarship applications will be accepted as a student member application. Any scholarship applications that are sent from the student directly to the chapter should be forwarded to Hillary (newh.scholarship@newh.org) to be processed as a membership application as well.

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. This would be a great opportunity for

Scholarship Directors and Student Relations Directors to work together to build those relationships and get more students and educational professionals involved with your chapter. Hillary in the NEWH office has sent the school lists for your chapter to update prior to opening your 2022 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. Please send these videos to Hillary Eggebrecht, as these 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) continue to play a major role 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 years’ 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!

Event Music / ASCAP: To avoid a fine towards your chapter, NEWH, Inc is requesting each chapter to send in an estimate of your events and details (venue, date, anticipated attendance) to be sure your chapter events are covered by the NEWH license. This includes all events where music is playing in any capacity (i.e., piped in from venue, hired DJ/band). After your events, we require reconciled numbers. If your chapter is not included, you are liable for a \$10,000 fine from ASCAP.

Reach out to Hillary Eggebrecht with any questions to avoid any major fines to your chapter account.

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. We encourage chapters to repost/share any NEWH, Inc events on their social media accounts to raise aware-

ness and if you would like Inc to repost your content, please tag us.

LinkedIn: Chapters can establish their own LinkedIn page. Once established, please add Hillary Eggebrecht as an admin/editor.

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.

NEWH will be adding a photo release form and check box to all RSVP forms, so chapters will not have liability for posting anyone's image. That said, chapters are NOT allowed to post photographs of anyone 18 years or younger.

FINANCE

Banking

- Signature cards are mostly in - Thank you! Still have a few in circulation – please get those to INC as soon as possible to avoid frozen bank accounts.
- 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 Options

- ACH: if your Payer is interested in saving the Chapter merchant fees, contact Debbie debbie.onesti@newh.org
- GoPayment: is still a great App to accept payments (credit card/ACH) at any time.
- Payment Link: easy way to securely accept any amount from any one at any time using credit cards. You can forward the link with a sponsorship commitment for faster payment. No credit card form needed.
- Zelle: With Zelle – your people can send and accept money straight from their banking app to NEWH's bank account. Best part - LOW FEES (\$2.00 per transaction) (credit cards not accepted)

Text-to-Give App

- Is a great 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.
- For more information and to get a donation text code, contact debbie.onesti@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.
- If you have any questions or concerns on how to utilize QB Online, please contact Debbie.

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, then send a personal check, cashier's check, or Zelle (contact Debbie debbie.onesti@newh.org for more info)
- 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

- 2022 budgets are all in – Thank YOU!
- A Chapter should not grant more than 50% of their scholarship account balance. A Chapter is NOT required to grant 50%. Reminder - you are fundraising this year to give scholarships the following year (INC is not taking a portion of fundraising \$ in 2022)
- 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 Debbie debbie.onesti@newh.org

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 – Debbie Onesti or Julie Hartmann
- Secretary – Kathy Coughlin
- Membership – Diane Federwitz or Kathy Coughlin
- Scholarship/Education/EDonline/ASCAP – Hillary Eggebrecht
- Compliance/Raffles/Auctions in your state: Debbie Onesti
- Programming/Fundraising – Diane Federwitz;
Event RSVPs – Julie Hartmann
- Regional Tradeshow/Corporate Partners /Leadership Conference – Jena Seibel or Kate Nesbitt
- Green Voice – Hillary Eggebrecht
- BrandED – Jena Seibel
- Website/Newsletters – Diane Federwitz
- Marketing/Social Media – Hillary Eggebrecht
Other questions – just call, we would be glad to help!
800-593-6394

CHAPTER REPORTS

ARIZONA

Rittner Hufford, delegates

chartered May 5, 199

MEMBERSHIP

Going into 2022 our membership numbers dropped from 140 total members in December of 2021 to 127 members in February 2022. The Arizona Board has a fierce commitment to raising these numbers for the 2022 calendar year. In the first quarter of this year, we were able to bring the number of total members up to 130. These additional memberships have been General members that we have encouraged to sign up based on the events and benefits we will be offering our local membership this calendar year. There is also an active collaboration between the current Director of Membership and the Scholarship Director to bring on more student members that we hope will then turn into long time General members. The Arizona Chapter will continue working to make every event a Membership Drive and add value for both our existing and new members through networking opportunities and member showcases.

PROGRAMMING

Wine and Dine under the Stars is BACK! We are excited to share unique appetizers, curated by local culinary students from a variety of schools here in Arizona. This event has been chapter highlight and we are excited for April 21!! The event will be hosted outdoors at the Reference Library's courtyard in the heart of Phoenix. Our students are competing for a \$1500 scholarship and all participants will walk away with a Chef standard knife set. NEWH AZ committee is excited to kick off the year with a culinary experience, focused on inspiring students and bringing the design community together!

SCHOLARSHIP

We have kicked off the year with our 2nd annual Scholarship Walk with 20 attendees. We have a new Scholarship Walk banner that can be used each year for photos and marketing. We raised over \$600 towards scholarship. This year the board voted on giving out \$7500 in scholarship vs \$2250 in 2021.

FUNDRAISING

We have hosted our 2nd annual Scholarship Walk around Tempe Town Lake on March 05, 2022. We had new and existing members in attendance and raised an additional \$310 to add to our scholarship funds.

Our committee is hard at work for our annual Wine & Dine Under

the Stars event that involves culinary students competing to win a \$1,500 prize by creating an original bite-sized appetizer to be paired with a complementing wine. A local chef has also donated other items (such as serving dishes) that will be awarded to the students for participating. This event will be held on April 21, 2022.

OTHER CHAPTER HIGHLIGHTS

NEWHonors was a great success in December of 2021. Not only was a profitable fundraiser, we also gained new members and has more exposure for our region. The Award Show component went well, we awarded our TopID 2022 winners, and we were able to acquire additional funds by adding a Vendor Showcase. It was a huge hit in the design community of Arizona, and everyone was thrilled to be together again celebrating great design.

CHAPTER/REGION GOAL

Increase/broaden NEWH Arizona presence through social media, local publications, and tangent industries/organizations.

- Increase/broaden NEWH Arizona presence through social media, local publications, and tangent industries/organizations. (CT)
- Recruit and fill the position of Public Relations chair (CT)
- Update website to reflect newer photos, event recaps, and more (CT)
- Create and follow a posting schedule for all social platforms (CT)

REPORT BACK TO CHAPTER/REGION

I will be taking this over for Michelle. Her feedback has led to more interest from the board on the growth and activity of NEWH Inc. With a new board this year (many new faces) it is exciting to see the growth that will be taking place.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Increasing our presence on social media. What type of posts have increased involvement, reaction, and trends for other chapters?

Staff note: NEWH, Inc social media has increased engagement on posts regarding our members. Whether it's pictures from events, or scholarship recipients – if it features a picture of a real person in our membership our engagement increases. Some chapters/regions have success featuring different businesses (restaurants, hotels etc.) in their area that are board member favorites.

ATLANTA

Dallas Bentley & Todd Fuller, delegates

chartered May 5, 1995

MEMBERSHIP

We are FINALLY bringing back our popular bowling event as a Membership Drive! For every lane sponsored, a membership is included in the price. This event typically sells out, so we expect to get 30 new memberships at full price. The theme this year is Reality Check and teams are encouraged to dress like people from their favorite reality show. Even though we are marketing this event as a Membership drive, its profitability is technically a fundraising event on the books!

PROGRAMMING

We have brought back out monthly, virtual CEU's for another year. It will be interesting to see how their attendance continues now that in-person events are possible.

There have been several new hotels that have opened in the last few months, so our programming is focused on Happy Hours at these hotels and we combine a guestroom tour when possible.

SCHOLARSHIP

Our chapter has projected that we will be awarding \$50,000 in scholarships this year.

FUNDRAISING

This is going to be a major fundraising year for the Atlanta Chapter. As stated in the Membership category, our Membership Drive Bowling event is technically a fundraiser, we are working on the final details for our annual golf fundraiser on May 5th, we are hosting an NEWH Regional Tradeshow in September, and working to find a location for the Holiday TopID and Scholarship Award Gala! Regarding our Holiday Gala, our membership has been asking for/ demanding a new venue and it has been challenging to keep the ticket price affordable and our costs down to hit our target fundraising margin.

OTHER CHAPTER HIGHLIGHTS

We have been very excited about the work being done by

Debanshee Kalani, our Student Relations Director, to engage the local schools to foster relationships with students and their involvement with NEWH with the Portfolio Review mentoring event that was held on April 8th.

We have also been working hard to establish a relationship between our chapter and IHG and ownership groups.

CHAPTER/REGION GOAL

One of our goals is to bring back the members that we lost over the last couple of years. We are doing that by creating events that are relevant to the industry, exciting to attend, and bringing in hard-to-

reach people in our industry.

REPORT BACK TO CHAPTER/REGION

Yes! I always see amazement when others realize how much our organization is doing for our industry.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are very fortunate that our lines of communication are open with the NEWH office and other chapters so at this point, we don't have immediate needs for help.

ATLANTIC CITY/ PHILADELPHIA REGION

Erica Harmelin, steering committee chair

September 9, 2008

MEMBERSHIP

We are currently holding at around 140 members. We have found that have sponsors membership as a giveaway at our events has turned out well for us. Also, people who have come to all last year's events, have now started joining.

PROGRAMMING

We have held a scholarship award event in February at Brooklyn Bowl which had about 70 guests turn out. It was fantastic to meet the scholarship winner, she gave a beautiful speech, and we were finally able to acknowledge her. Our planning for this year includes:

- Mentorship series March 2021; we matched professionals and students for a day of mentoring; great turn out
- Spring Sips...a more causal meet up without big charge to go or sponsor prizes. This is to drum up interest, stay connected, have new people meet us and hopefully create buzz for our summer sips. This will be March – May.
- Summer Sips...bigger, higher cost, sponsors, and giveaways. We have mapped out a few of the latest opening places to feature that people will want to check out. June – September
- Casual Fall Sips...again just picking a newly opened space and creating a monthly meet up for our members and those interested. October – November
- Formal fundraiser Ball/Cocktail reception featuring local chef tastings or contest October
- Holiday Event December TBD

SCHOLARSHIP

We are planning to start a big push in early May this year before students leave for summer. We have always started later in the year, and we want to try to gain more applicants and exposure this year.

FUNDRAISING

- T Shirt Design Contest: We will be selling T-shirts as a fundraiser at our summer sips events to raise money for scholarships. We have opened a contest up to students. Winner will receive \$100, a feature in the NEWH Magazine and their design to be

printed on T-shirts and sold this summer. We will need final approval on the design before we print to ensure it is acceptable by NEWH standards. We are planning to sell the T-shirts for \$20 each and make about a \$1700 profit as our goal. If this turns out to be popular, we will make an ongoing yearly series or T-shirt of the year.

- Our fundraiser event is tentatively scheduled for October. We would like it to be at a hotel and some sort of dress up ball/cocktail reception and feature local chefs we have had events at. We are still working on details; we have not executed a full fundraiser event yet.

OTHER CHAPTER HIGHLIGHTS

Our social media and marketing team created an amazing feature that they have tagged Eat Here, Stay There. The team does an in-depth feature on the space, the owners, the team, the food...It is fantastic. And we are featuring spaces that many people have not heard of or are newly opened. The venues have loved the connection and exposure. They have many other ongoing features as well including Did You Know which features facts about NEWH, past scholarship winner updates, student member portfolio shares, Monday Motivation quotes and features on our members and board members.

CHAPTER/REGION GOAL

We did not get as many yearly sponsors as years past. We have heard from several people that they do not have the budget to do a yearly sponsor and instead, can pick select sponsorship for events. We never have trouble finding event sponsors so this year we have created the T-shirt sale as a way to increase our fundraising dollars. We hope it is a hit and becomes a yearly T-shirt design. We are also hoping to create buzz as well.

REPORT BACK TO CHAPTER/REGION

Yes. I have more team members involved on the fundraising calls and we brainstorm on social media other groups have been doing.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We will need some guidance and approval on the T-shirt drive and organizing a big first fundraiser, but we have been getting some help with that. Thank you!

CHICAGO

Ashley Cova & Jenelle Francois, delegates

chartered August 12, 1991

MEMBERSHIP

We've had a good first quarter. We started out the year with a Business Level member and several new general members. In all we've added eight new members and a few returning members. Now that scholarship is open, we hope to see an increase in student members. At our recent fundraising event, we were able to board members introduce themselves (including our membership director) to new and returning members and gave special thanks for

our sponsors. With more events on the horizon, we believe our general membership will increase.

PROGRAMMING

Our initial hotel tour planning had to pivot due to staffing issues at the initial selected hotel. We are continuing to work to get a hotel tour scheduled and on the calendar for May. The board will be touring another hotel opportunity in early April. In addition to an upcoming hotel tour, we have continued to schedule CEU events

with a variety of manufacturers includes an upcoming CEU with Sunbrella.

SCHOLARSHIP

NEWH Chicago Scholarship applications opened up on March 7th, 2022. Students who qualify to apply have until the 7th of July to get their application in. At the moment our scholarship director is starting to reach out to schools in order to promote our scholarship opportunities through presentations for school design clubs and or classes either via zoom or in person.

FUNDRAISING

Our first fundraising event of the year was held at The Darling on March 3rd. The event ended up being sold out, with approximately 155 attendees. Attendees and board members alike were excited to be back networking in person. Our next fundraising event is scheduled for July 14th at Lonesome Rose, we expect 150+ attendees.

OTHER CHAPTER HIGHLIGHTS

Three board members attended the NEWH Leadership Conference

CINCINNATI REGION

Kyler Burroughs, steering chair

MEMBERSHIP: Kristin Hain-Owens and Danielle Monhollon

- Concerned about number of designers attending our events – the group needs to look for new firms/attendees and how to grab attention for new members.
- Create a calendar of events to provide to attendees and post to NEWH chapter page. The group will send a save the date prior to each event – encourage attendees to become members to gain the benefits of membership.
- Leave a goodie/gift at firms to encourage membership – Danielle to lead, Maddie has a list of active firms to tap.

PROGRAMMING: Amanda Searfoss

- To lead graphics, have graphic designers create a graphic image to post to our chapter page.
- February Event – Fundraising Mixer – Fowling Warehouse Cincinnati – Game/Activity
- April Event – Vendor Appreciation Cocktail Competition – Encourage new blood to attend, promote July Members-Only Event.
- July Event – Members Only – Professional Development/Resumé Building/Headshots
- September Event – Hotel Tour and Mixer
- December Event – Holiday Gala – TopID Awards and Scholarship Recipient Recognition

SCHOLARSHIP: Jayne Menke and Jennifer Hartig

Update scholarship school/university list. Send Open Scholarship Applications Announcement in Q3 months.

FUNDRAISING: Maddie Baker

- Work with Programming to itemize priorities and how to allocate funds budgeted for each event.
- Always require mix of vendors in soliciting vendors for sponsorship / Favoritism not encouraged.
- Work with Social Media Chair, Sam Ferguson, for posting sponsorship opportunities.

DALLAS

April Geter & Roger Mathis, delegates

MEMBERSHIP

The Membership team has April 14th planned for our 2022

in Seattle in February along with one of our scholarship winners, Emily Timm. The team left the conference feeling inspired and excited for the upcoming year. Our intern specifically was beyond grateful to attend and is looking forward to a continued membership and relationship with NEWH.

CHAPTER/REGION GOAL

As a Chapter we continue to discuss opportunities to volunteer. In addition to that, with the help from our EID Director Leonardo, our board is making additional efforts to be more considerate of equity, inclusivity, and diversity as we plan for our future events.

REPORT BACK TO CHAPTER/REGION

Yes, I always report back. They find it very interesting, and I always urge them to join as many NEWH meetings as they can – especially because it's virtual. All positive feedback and the members are very happy how Nationals has handled the pandemic and kept NEWH afloat, and the board/members engaged.

OTHER CHAPTER HIGHLIGHTS

Only chapter to host in-person events in 2020 through COVID. Even though smaller events could happen, we were still able to profit for the chapter with low-cost events and keep designers and vendors connected through pandemic.

CHAPTER/REGION GOAL

To challenge ourselves with increasing membership. We had a brainstorming session to gather ideas on how and what would incentivize new blood to become members, identifying the benefits of becoming of a member. Creating the idea that members should be able to attend a members-only event for career building and professional development.

REPORT BACK TO CHAPTER/REGION

As a regional group, we don't attend the IBOD meeting but our past steering chair, Kelly Gaddes, sits on the regional groups board as an executive advisor and also serves on the IBOD for Fundraising. We keep in contact every month and participate in cross-chapter/regional group calls to help share strengths and weaknesses and possible opportunities for collaboration.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Increasing Membership and raising fundraising goals to have bigger events.

Staff Note: As a regional group you are not required to host a fundraiser each year but instead focus on high quality programming events remembering it's more about quality than quantity. High quality events i.e., hotel tour coupled with a panel discussion made up of many different disciplines (back of the house, engineer, designer, procurement, hotel owner, etc..) will draw interest from many. Great programming will draw great attendance which will in return draw great future sponsorship. In addition, making sure to offer member discounted cost or members first registration if limited tour for example or members only tour is a great way to show member benefit.

chartered August 12, 1991

Membership Event. The venue is set at SideCar Social (an interactive – large lawn games style venue). It is located a little further north in Addison to accommodate our mid-town and North Dallas members.

They are introducing a couple of new sponsor levels and discussing the continuation of the New Member 'Welcome Boxes' that were developed during Covid restrictions. The welcome boxes received nice reviews, so we are considering doing them again (the boxes are all sponsored with NEWH welcome/info and sponsor swag inside). We are also stressing the retention and even growth of our Dallas Membership this year since we will have more in person events. In the past year and a half (with Covid restrictions in play) we have seen a slight decrease in our membership roster. Hopefully the inclusion of more 'in person' events will help this endeavor.

PROGRAMMING

Venues are still being worked on and negotiated by Alex and Lindsey. With things opening back up there is evidently a 'rush' on venues with businesses, organizations, etc. snagging venues as quickly as possible. Tentative dates are May 3rd (Community Brewery tour), September 12th and December 6th. A summer programming event is also being considered as a viable 'add in.' New sponsor levels are being worked on and developed.

SCHOLARSHIP

The Dallas Scholarship team is awarding 25K to a strong field of candidates this year. Nick reports that approx. 20 applications were received (with only one or two needing to be rejected for not meeting qualifications). Letters have been sent to the applicants not making the first cut. Once again, as usual, UNT showed up heavily in the number of strong applicants. We feel it is due in part to their very active IDSA Chapter, engaged professors and our visits during the year to promote NEWH Dallas. Finalists' applications were read, and deliberations made... interviews were all ZOOM again this year and the recipients have all been notified and congratulated. They have also been told to 'stay tuned' for more info on the Scholarship Dinner Event – Nick is finalizing specifics for it (May).

FUNDRAISING

The fundraising team for 2022 has been hard at work already visiting venues – The Nasher Sculpture Garden and Center is a front runner to be the site of this year's fundraiser. The team is visiting with the Nasher on a possible 2-year agreement to receive a better rate (2022 and 2023) using their in-house catering as well. Luis has also made an effort to contact local magazines and bloggers to see if there is any interest in covering the event – hopefully to bring more recognition and interest to our Scholarship efforts and our organization as a whole. The Date is tentatively set for October 27th (Thurs). I'm proud of Luis and Micaela, they've been really hard at it so far.

OTHER CHAPTER HIGHLIGHTS

The Dallas Chapter continues to maintain a healthy Admin and Scholarship account balance. Reigning in expenses over the last 1 1/2 years while we were all restricted seems to have really helped.

We are continuing to increase our 'in person' events and board meetings (a ZOOM option is still available for board meetings and being utilized monthly)

The '22 Dallas Chapter is experiencing a small, but very encouraging, increase in the number of new members each month – hopefully

this will continue to increase our roster.

Our Mentorship/E3 team is busily working on lists of mentors/mentees with more to come as details are finalized Dallas is also very excited to finally be able to host our Regional Trade Show (postponed twice due to Covid). The Tradeshow will feature a panel discussion "Bleisure Travel (Business Leisure)" and moderated by Bill Langmade from PMI. Panel starts at 12 noon until 1pm when the show floor opens. We currently as of the last board meeting have 175 attendees registered and INC is hoping for 225 total – we feel we will reach that and then some!

CHAPTER/REGION GOAL

Re-Invigorating and strengthening our membership for 2022 and beyond. With all the Covid restrictions our roster has seen a slight decline, but we are focused on bringing people back to events and re-energizing our Chapter. The President's letter for 2022 started out with a call for all to "RENEW, 2022". Another related goal is to increase the number of student members and to widen our reach at area schools and universities – traveling to speak to their IDSA association meetings and classes hopefully will make a return and increase their interests.

REPORT BACK TO CHAPTER/REGION

YES! April Geter and I have reported in depth the details of IBoD meetings/calls and will continue to do so. We feel it is important to keep the Board Members informed of discussions, issues and outcomes from INC. The Board is always very interested to hear what was discussed. They are also especially interested in the ideas and initiatives implemented by other Chapters and regions and any experiences they have had with events, etc. I feel there is a renewed desire within the Board this year to return the Dallas Chapter to the forefront with pioneering new initiatives and innovative approaches.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We need to really work on getting Student Representation (liaisons) on the board for area schools. Not only the ones that are really active and supportive (UNT, OU, etc.) but also one to help get the less active ones more involved (Art Institute, TCU, Texas Tech, etc.). Also, more student awareness of NEWH and just hospitality in general at area colleges and universities.

Staff note: One suggestion could be utilizing your school list and contacts at your schools for this role. One suggestion could be utilizing your school list and contacts at your schools for this role. (One of the many reasons to make sure school lists are up to date and contacts are current.) Invite students to your board meetings or ask them to serve as a student representative on your board - encourage them to reach out to their fellow students about NEWH. If you'd like to utilize students, you could even approach them through social media and see if they would be interested, or get them introduced through student only events, maybe even an event at their school to make it very convenient for them. You could coordinate with the career centers at schools to see if there's interest.

HOUSTON

Melissa Davis & Francesca Sosa-Alkhoury, delegates

chartered February 17, 1992

MEMBERSHIP

Our membership drive took place at Kirby Ice House and we did it as a social rather than a trivia night like in previous years. We had a good turnout, but the chapter is struggling to catch interest after

the pandemic.

PROGRAMMING

As a board we were able to get all the all events planned and scheduled and now we're just working on getting sponsors and

finalize locations.

SCHOLARSHIP

Our chapter awards the scholarships in the fall.

FUNDRAISING

We have decided on a theme and set preliminary goals for this year's fundraiser. We are working on getting sponsors and finalizing a

venue for it. We have also decided to have it in the summer rather than the fall as in previous years to test the turnout.

CHAPTER/REGION GOAL

One of our goals is to increase the NEWH pretense in Houston. It has been a work in progress, and it has come with its challenges especially after the pandemic. Houston's hospitality industry is very decided and catching interest has been a challenge, but we have new blood in the board, and they are doing a great job at coming up with fresh different ideas.

LAS VEGAS

Edgar Gutierrez & Wanda Luna, delegates

chartered March 26, 1991

MEMBERSHIP

Maintain current members and contact the ones that have lapsed to re-join. Also, increase memberships by promoting our organization through social media and through our monthly events for new members. We have a membership drive planned in May 2022.

PROGRAMMING

As of today, we have planned a social hour during HD. Monthly events, consisting of tours, panel discussions, social and social events.

SCHOLARSHIP

We are promoting NEWH to the Universities more through the design team at each school. We are also gearing the Culinary sector since it has been a challenge the past few years. Plan scholarship events and always trying to find more sponsors for events.

FUNDRAISING

Our goal every year is always to raise funds for scholarships. End of the year we have our bi-annual Glamping Event. We are also

planning to create and sell a cookbook for end of the year.

OTHER CHAPTER HIGHLIGHTS

This year we have a student representative, which is exciting because we have been trying to get the students more involved and they stay for a bit then leave because that's their last year of school.

CHAPTER/REGION GOAL

Our goal is to increase our membership status and also get more members. The way we have been doing it is by calling the lapsed memberships and asking why they have lapsed and if there is anything we can help them.

REPORT BACK TO CHAPTER/REGION

Yes, report once a month. Responses have been positive.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

As of right now, we are doing well. INC facilitates everything we need to be successful.

LOS ANGELES

Natasha Ashar & Valerie Schub Hogan, delegates

founded October 1984

MEMBERSHIP

As of March 7, 2022, we currently have a grand total of 205 members. This includes (but is not limited to) 98 general members, 12 education professionals, 27 student members, 26 corporate members, & 13 chapter level business members.

PROGRAMMING

January

5th: Board Meeting
27th: CEU – D'Style

February

2nd: Board Meeting
24th: Virtual Tour – HennepinMade

March

2nd: Board Meeting
9th: CEU – Greenspan
20th: Scholarship/TopID Brunch

April

6th: Board Meeting

May

4th: Board Meeting
11th: CEU
19th: Hotel Tour

June

1st: Board Meeting
16th: Membership Bowling Event

July

6th: Board Meeting
13th: CEU
21st: Trunk Show

August

3rd: Board Meeting
18th: Hotel Tour

September

7th: Board Meeting
14th: CEU
15th: Drag Queen Bingo
23rd: Student Portfolio Event

October

5th: Board Meeting
15th: Education Session

November

2nd: Board Meeting
9th: CEU
17th: Happy Hour

December

3rd: Annual Event
7th: Board Meeting

announced LIVE at this brunch, and we will follow-up with social media posts spotlighting each scholarship recipient. We are so impressed with our recipients this year and excited for them to join the NEWH LA chapter and be active in future events.

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

OTHER CHAPTER HIGHLIGHTS

- Scholarship/top ID brunch
- Implemented and received great feedback for annual sponsorships
- Regional tradeshow for Q1 2023
- Revamping our timeline to have 3 large events spread out through year with programming and educational events in between
- Upcoming board training/business planning with Trudy
- We are looking to add more educationally focused events consistently throughout the year. We are hosting CEU's on a bi-monthly basis to keep our members engaged between our events.

CHAPTER/REGION GOAL

We are looking to grow our membership by offering engaging and exciting ways to connect with the LA hospitality community. We are focused on welcoming new members and following up with them throughout their inaugural year to make sure they feel engaged and receiving all the benefits of NEWH Membership. This includes

any/all-inclusive efforts we can make to ensure all feel welcome. We plan to achieve this by:

- Continue to create community while we are all separated.
- Broaden our reach, increase our student membership and outreach to schools.
- Foster inclusive events.
- Provide continued education to members that value it.
- Keep in touch with NEWH LA scholarship applicants and scholarship winners

REPORT BACK TO CHAPTER/REGION

Yes – sharing overall ideas and recaps about what was discussed on the IBOD meeting is a great way to spark dialog and goal setting during our chapter board meetings.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- Marketing/Social Media Chair
 Staff note: Find a way to break up the work. Maybe posting your chapter events and marketing on social becomes part of fundraising/programming. For example, when materials are sent into the NEWH, Inc office to be email blasted out, whoever sends it in then pre-schedules it to be posted on your chapter Canva account. Utilize what your chapter members and event attendees post to repost and share their pictures from your events.
- Retaining membership, student engagement
 Staff note: Programming drives membership! Be sure you are planning events rich in content that are inviting and intriguing to

members and potential members to attend. Hold a student event – portfolio review, mentoring event, etc. Get your students involved in your event planning – ask them help at check-in table, creating graphics, etc. Make a special student badge for your events so all guests know who the students are – encourage your board members to introduce your students to other attendees.

- Fundraising & Sponsorships. Looking into ideas for yearly vendor sponsorships.
 Staff Note: In Board Resources on the website (you do need to be logged in to view) – under Programming/Fundraising you will see ‘Sponsorship Menu’ and a link to samples that other chapters have done to get ideas of what your chapter/region would like to offer your sponsors.
- Student Relations: Possible Sponsorships from School
 Staff note: Not sure on the question? Student membership is free, so maybe a student liaison is an opportunity to get a student involved on the board and be a main point of contact for their school. Reach out to scholarship recipients/applicants to get involved and be a student liaison for their school.
- Programs and having more student-centric events
 Staff note: You could reach out to school’s career centers and see if there are opportunities to come or host student events maybe at the school to make it convenient for students to attend. Students tend to be a nervous to join events where they don’t know anyone. Maybe reach out to them and personally invite them.

MID-SOUTH REGION

Crystal McCain, steering committee chair

chartered July 23, 1991

NO REPORT SUBMITTED – 4/25/2022

MILANO

Enrico Cleva, chapter president

MEMBERSHIP

Membership numbers & segmentation:

- 84 General members
- 7 Chapter Level Business Members
- Total: 91
- 45% suppliers
- 32% architects + interior designers 7% communication
- 6% University

LODGING PROGRAM

We appointed a Lodging Program Chair
 Since Autumn last year we noticed more and more people not renewing membership We are studying for membership retention policies:

- Better communication of current membership benefits
- Creating new specific benefits for catching architects and ownership, property members
- What about discounted membership subscription & renewal on 2/3 years based

COVID-19 still affecting our operations: people dislike attending to webinars and is looking for opportunities for meeting each other’s. Unfortunately, due to anti-Covid regulation restrictions we are still in difficulties in planning any kind of physical events

PROGRAMMING

17.2.22

Sponsored Webinar

In&Out: how to live in outdoor area of the hospitality buildings -

part of the Cycle of Webinars WINTER GAMES Hospitality & Development organized by MC INTERNATIONAL

11.3.22

Participation to the Master Interior Design at POLI.design. Prof Scullica invited Enrico Cleva and William Loloey to present NEWH and its activities to the class of the master

18.3.22

Partnership to the event Winter Games Hospitality & Development organized by MC INTERNATIONAL on the 2026 Winter Olympics in Cortina

In addition, we are having a weekly call with the other members of the board to coordinate the schedule on all activities: Participation in the event Guest Lab 3+4 May; visit to a new hotel in Menaggio on June 24

SCHOLARSHIP

The Scholarship Director is working on an academy in POLI.design-Politecnico di Milano, a project currently underway, to create specific courses on the hospitality sector on which to channel the scholarships made available by NEWH; a detailed analysis carried out by POLI.design has in fact made it necessary to rethink the specialized training on hospitality offered by POLI.design until last year in relation to the changed scenario of professions but also of the forms of provision/ organization of courses after the pandemic and the changes that have become evident in the labor market.

The academy will have a patronage/partnership with NEWH; We are also promoting the Milano Chapter to the students to recruit new members and promote our Scholarships.

FUNDRAISING

We are exploring new fundraising opportunities.

We are creating a Sponsorship Partner Grid for the TOP ID and other events exploring, new ways that companies can sponsor. (Banners, Photo booths, etc., etc.)

Exploring the possibility of creating Partner Sponsors whose Logo will be included in all the Milan Chapter marketing material and e-mail blasts

We are glad to say that some very reputable companies have come forward requesting to sponsor our events.

CHAPTER HIGHLIGHTS - general mktg

All activities related to marketing & communications are designed to support the mission of NEWH and improve brand awareness in Italy in particular with regards to:

- Industry excellence, scholarships, and fundraising.
- Membership by increasing students, hotels chain and members' engagement. Programming schedule 2022 to promote events

Fundraising and Membership to improve the visibility of the Sponsors/Members

Principal Goal is to develop and implement a communication plan with social media posting, magazine issues, web site events, newsletters, interaction with international chapters, thanks to the contribution of New Chairs in Publications and Social Media.

GOALS

Engage students with the Chapter. We are presenting the association at the Design School of Politecnico di Milano. After a long time of mostly online activity, students are back to lessons, and we want to start the engagement.

Deliver scholarships through the new Hospitality Academy that PoliDesign is creating to adapt to the new era post-covid.

DELEGATE REPORT

We are constantly in contact with the ec to learn how to run the association and coordinate on international activities

NEW ENGLAND REGION

Gary Cardono, steering committee chair

(originally chartered November 4, 1992)

MEMBERSHIP

We have put together a central Google drive that all the board members can access to input any updated information about membership, events, etc. We are following up on past members that have not renewed their membership. Also, we are reaching out to potential new members in different segments of the hospitality industry and inviting them to our events.

PROGRAMMING

We have put together a whole year of calendar events which is uploaded to our chapter website. Our members and non-members can see what we are planning for the year.

- March 31st– Langham Hotel Tour with Top ID Award presented to Dyer Brown.
- April 13th – Wine Down Wednesday at the AC Hotel in Portsmouth, NH
- May 18th– Boston Harbor Boat Cruise
- June – Wine Down Wednesday – Portland Harbor Hotel June 6th – Sam Adams Brewery Tour and Top ID Award presented to Bergmeyer TBD.
- July 25th – Our First Annual Golf Outing at Plymouth Country Club. Wine Down Wednesday – TBD
- August – Outdoor Pickleball Happy Hour
- September – Membership Drive/Student Mixer – Boston – Wine Down Wednesday in Hartford, CT – TBD
- October – Wine Down Wednesday – TBD
- November –Canned Food Drive – TBD
- December – Holiday Gala – TBD

SCHOLARSHIP

Nothing new yet.

FUNDRAISING

We launched our Annual Sponsorship Program, and it has been well received. We offered a (3) Gold, (10) Silver and (10) Bronze level Annual Sponsorship. We are happy to say we have sold 2 Silver and 4 Bronze Sponsorships! This is \$11K. We have a few more that will be sold soon!

We had our first in person event for our Après Skating Event on February 23rd. We had a great time and Phillip Jefferies Sponsored the Event! We only had 13 attendees, and it was a cold night for skating, but we had fun!

OTHER CHAPTER HIGHLIGHTS

Equity/Inclusion/Diversity – Summary of meeting/call with Valerie Coleman: Megan Brennan is our Director of Equity/Inclusion/Diversity, and she had a Zoom call with Valerie Coleman. They discussed the DEI Guidelines which are located on the NEWH Website, and we are implementing a plan for our region. We will start by promoting Heritage Month on social media and any DEI related stories.

CHAPTER/REGION GOAL

We developed an Annual Sponsorship Program, and we are off to a great start reaching our \$50K goal! We have raised over \$11K in our first quarter. This doesn't include any monies from our signature events that will really pile up the dollars!

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We have started refreshing our website and we now have an updated Calendar of Events for the year.

We will be taking new photos of our board members and pics of recent events to upload too our website.

NEW YORK

Laura Carter & Levar Jackson delegates

chartered July 23, 1991

MEMBERSHIP

We are proud to have hosted our first membership drive on 3/24/2022. 31 potential members composed of students, vendors, interior designers, and architects attended, while strengthening the connection to existing members that also attended the event. Total attendance for the event was 50. We debuted our scavenger-hunt, to build connections and engage attendees, that will be rolled out to its own full-fledged event in

July at our next membership event.

We would like support in implementing an easier way of signing up members at events. Any suggestions would be greatly appreciated.

PROGRAMMING

We were able to hold two in person Toasty Tuesday events in October and December. Attendance was strong at each event

and the team added a giveaway component to encourage more designer attendees. Moving forward we're streamlining the calendar for 2022 while monitoring Omicron as may affect early 2022 in-person events.

SCHOLARSHIP

Scholarship's efforts for the start of 2022 have already included an early and coordinated outreach to schools. Partnering with Student Relations Director, Josh Kennett, we reached out to all contacts on NEWH New York's list of academic institutions. Given the job upheaval seen during the COVID pandemic, our goal was to refresh our points of contact for both Scholarship and Student Relations initiatives as quickly as possible. The response was robust and positive. Faculty were eager to engage with NEWH for scholarship and other student events. Scholarship is also coordinating with other committees to increase awareness of Scholarship's mission and accomplishments. Scholarship is on EID Chair Raquel Miller's Coffee Talk calendar to give a virtual presentation in June. Scholarship is planning to have two, likely virtual, strategically scheduled portfolio review/mentoring events this year. These events were virtual in 2020-21 and were both well-attended and well-received by students and faculty. Last year's events were coordinated with Membership. That was a positive collaboration which resulted in an increase in membership. Scholarship would like to work with and include Membership in these initiatives again this year. Scholarship has already had preliminary discussions with the Student Relations chair to coordinate efforts and develop innovative approaches for these events. These events also provide an opportunity to introduce NEWH and all that it offers to students including scholarship, membership, education and future career and networking opportunities. These events also provide direct avenues for future communication between students and NEWH members, hopefully encouraging long-term involvement with NEWH.

The intent for 2022 is to continue to build on Scholarship's advancements made during 2020 and 2021, more impressive due to the challenges imposed during the COVID pandemic and shutdown of normal operations.

2022 GOALS:

- Continue to award higher scholarship values this year. Goal is to award four (4) students with \$12,500.00 each if NEWH criteria is satisfied by applicants as well as NEWH budgeted percentage requirements. The belief is that a higher value scholarship could be more impactful and possibly the deciding factor as to whether a student can continue their pursuit of a degree in higher education and their career aspirations.
- Continue to cultivate relationships with key academic contacts including financial advisors and student event coordinators to promote NEWH scholarship and other benefits. Goal is to raise NEWH's profile in the academic environment as a resource for significant scholarship awards and professional development opportunities, post-graduation.
- Collaborate with academic institutions and other NEWH committees to host two portfolio or mentoring events, likely virtual. These will be coordinated with academic calendars, but will likely take place in late Spring, 2022 and early 2023.

- Research new opportunities with academic institutions that have hospitality related programs but have not connected yet with NEWH.

FUNDRAISING

We've historically enjoyed our two major fundraising events; Owners' Roundtable and Product Runway, however we are looking to shake things up this year. While this is our first glimpse of a year with in-person events, we're very optimistic that our Summer Carnival (date TBD) and Fall Owner's Grill format (timing aligned with BDNY) will be two very anticipate and well-attended events. We're committed to making these our best events yet! If interested in sponsorship opportunities, please email fundraising.newhny@gmail.com or claire@clausseconcepts.com

OTHER CHAPTER HIGHLIGHTS

Virtual CEU program giving educational opportunities once a month.

EID

We have successfully held our first EID Coffee talk. Where we had our membership director chat about NEWH, their role in the industry and NEWH NY. The nonmembers that attended were encouraged to attend our membership event and most did! We look forward to our next EID Coffee Talk next quarter.

Marketing

We are working on creating branding and marketing goals for our chapter. This will streamline aesthetics and make sure the overall vision of NEWH carries through. We are working as a chapter to have a streamlined master calendar that will allow us to prepare graphics in a more timely matter and creating type forms that will allow us to gather information from directors/for events in one swoop.

CHAPTER/REGION GOAL

Our planning session in February 2022 highlighted two areas of focus for our chapter this year – Fundraising and access to events for all our directors. Every director has an event planned for this year, in contrast to years past where events were concentrated to Programming, Fundraising and Membership. In both instances we're spending more time and attention and building committees to support these initiatives.

REPORT BACK TO THE CHAPTER REGION

Yes, we report key takeaways at the following board meeting and encourage teammates to read the Governing Board Report.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Training and leadership support as we build committees and fill chair positions.

Staff note: If any new people appointed to positions throughout the year need training, please contact the NEWH office. Any new directors can listen to the mandatory training video for their position, found in the Board Resources section of the website. If any new board member would like one-on-one training with a NEWH staff member – we'd be happy to do that – give us a call!

NORTH CAROLINA REGION

Dee Testa, steering committee chair

MEMBERSHIP

No report

PROGRAMMING

We are planning a baseball stadium event in late spring, a hotel

tour in the fall and a joint event with South Carolina in November. This will be a day to celebrate women in art, the industry and minority certification ins/outs/whys. The event will be held in Durham at the 21C Hotel which celebrates women in art. We are investigating having a bowling tournament mid-year.

SCHOLARSHIP

Hannah is ready to launch this year's scholarship invitation, but we need to know our bank balance in order to vote on an amount. This has been requested but hasn't come yet.

FUNDRAISING

No report. Cookbook in planning but little progress.

OTHER CHAPTER HIGHLIGHTS

None

CHAPTER/REGION GOAL

Restarting the chapter

OUR CHAPTER/REGION WOULD LIKE HELP WITH

I agreed to take on the steering chair if I had the support of the board. That isn't happening yet. I had hoped to learn more at the Seattle conference but had to cancel at the last minute due to a Covid diagnosis.

We are struggling to even bring together a board for a call. We have commitments but each time we schedule a board zoom call, only myself and Hannah Markham come on, so we don't have a quorum. We need help to figure out how to reignite this chapter. Hannah and I are both extremely busy and can't do this by ourselves.

Can we get a zoom call scheduled? I can be reached at 702-809-5225.

Staff note: A call with membership is being scheduled.

NORTH CENTRAL

Kim Faith & Taylor Hoesley, delegates

chartered December 11, 2000

PRESIDENT – Christina Fluegel

Your Role

- Individuals I report to: Taylor Hoesley (Past President), Valentina Castellon (Executive Advisor) and NEWH Inc. Directors and staff
- Individuals that report to me: Kim Faith (VP Admin), Stephanie Thompson (VP Development) and the rest of the North Central Board

Position Goals

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

Other Report Items

- We held our budget meeting for 2021 and anticipate a healthy year.
- Started planning out Fundraiser and Masquerade ball. The more formal event for this occasion has been successful.

VICE PRESIDENT ADMINISTRATION – Kim Faith

Individuals I report to:

- NEWH North Central President Christina Fluegel, Past President Taylor Hoesley
- NEWH Inc. Directors and staff

Individuals that report to me:

- Lynne Mitchell (Secretary) Kirsten Maltzen (Treasurer) Chuck Haben (Scholarship)

Position Goals

- Support the president and fill in when needed. Provide support, guidance and continue communication with the individuals I oversee above. Report to the board in the absence of secretary and treasurer. I will attend April IBOD meeting if zoom is available and IBOD at BDNT in person and report back to keep our BOD up to date.

Other Report Items

- Currently assisting membership chair toward a successful event
- Working on Masquerade Ball committee

VICE PRESIDENT DEVELOPMENT – Stephanie Thompson

Individuals I report to:

- NEWH North Central President Christina Fluegel, Past President Taylor Hoesley
- NEWH Inc. Directors and staff

Individuals that report to me:

- Kevin Bourassa (Membership) TBD (Marketing) Brittany Johnson (Fundraising) Genevieve Richards (Programming)

Position Goals

- Provide support, guidance and continue communication with

the individuals I oversee above.

Other Report Items

- Working on a Before/After Tour at the Hasting Hotel for a tour during construction in April and then a follow up tour when event is complete in September.
- Membership event coming this May
- CEU event June
- August, we plan on doing a truck show with manufacturers showing products as one of our Fundraising events.
- October we are planning our 2nd Fundraising event which we are really excited for since we had a great turn out last year.
- December planning our In the Spirit event,
- Working with marketing, fundraising, and programming to help make our fundraising events a success.
- Our Marketing person that started at the beginning of the year has stepped down, so we are trying to find a replacement and, in the meantime, have a plan to cover what is needed for our upcoming events.
- Our Fundraising has set up templates for getting annual and event sponsorships which has been well received and we currently have commitments for both categories.

MEMBERSHIP – Kevin Bourassa

Your Role

- Maintain memberships, increase visibility to potential membership, and promote NEWH, Inc.
- Individuals I report to
 - Christina Fluegel President and Stephanie Thompson,
 - NEWH Inc. Directors and staff

Goals

- To Maintain and increase membership as the community and industry open up
- Plan a membership event for May 2022. Looking at rescue puppy event
- Be a mentor to new members and make sure to keep the existing members we currently have.
- Get more students and student members involved in our chapter and events.
- Call people who have left organization and ask to return

Membership Event

- Planning an event May 12 as rescue shelter event. More info coming

Current Membership Totals:

- Associate: 61, Business Plus Member: 1, Chapter Business Courtesy Member: 8, Chapter Business Member 5, Chapter Level

Business 4, Chapter Level Business- Top Tier; 1, Corporate Partner
Courtesy Member: 7, Education Professional: 18, General: 43,
Student: 86.

STUDENT RELATIONSHIPS DIRECTOR - JoAnne Mrosak

Individuals I report to:

- NEWH North Central President Christina Fluegel, VP Development Stephanie Thompson
- NEWH Inc. Directors and staff

Position Goals

- Oversee Student Members of the Chapter
- Maintaining relationships with Students and Connections with Students and Student Members After Graduation.
- Connect with Local Universities and Colleges with Hospitality related studies and market NEWH to student members, sharing benefits of being involved and a member of NEWH
- Build relationships with current student members
- Collect updated contact information and current student members prior to graduation
- Communicate scholarship opportunities and application timeless
 - Develop relationships with the instructions at the colleges and universities
 - Plan a student-based event (speed mentoring, networking, portfolio review) w Programming Director
 - Attend monthly board meetings
 - Attend NEWH planned events

Other Report Items

Have planned Student Mentoring/Portfolio Event on 3-31-2022 w Program Director

Have reached out personally to all students and educators that are members of North Central Region, in addition to other educational institutions and colleges

Have reached out to expired membership to all past student members/associates asking them to rejoin NEWH and the benefits of NEWH

SCHOLARSHIP – Chuck Haben

Your Role

- Reporting to VP-Admin (Kim Faith)

Goals

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

Budget

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

SCHOLARSHIP – Student Design Charette

- The Student Portfolio event will be held on March 31th, 2022 at Atmosphere Commercial Interiors.
- Focusing on planning the next student event with
- Continuing to contact educators to promote student enrolment in the Scholarship application process.

MARKETING– OPEN

Individuals I report to:

- NEWH North Central VP of Development, Korrin Howard

Position Goals

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

SECRETARY – Lynne Mitchell

Your Role

- Individuals I report to: Christy Fluegel (President), Taylor Hoesley (Past President), Kim Faith VP of Admin and NEWH Inc. Directors and staff

As the NEWH North Central secretary (Lynn Mitchell) for the 2022 term, I intend to record, document, and organize the chapter activities to provide a historical source of knowledge for board members in the immediate and long-term future. I will also actively encourage the NEWH Mission by participating and promoting networking opportunities and organized events that result in more scholarship, education leadership, and business development in the hospitality industry.

Individuals I report to:

- NEWH North Central President Christy Fluegel, Past President Taylor Hoesley
- NEWH Inc. Directors and staff

Individuals that report to me: Kevin Bourassa (Membership) Open Position (Marketing) Brittany Johnson (Fundraising) Genevieve Richards (Programming)

Position Goals

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

Other Report Items.

- Student portfolio event in March was very successful. We will reflect on improvements for next year.
- We are excited about our programming and fundraising events this year. Work with both directors to help new ideas for events be successful in 2022.
- Outreach to students to get involved within our region. Support them with membership process and how to attend events. Show students how NEWH can be a resource for them as they become professionals.
- Upcoming student event ideas. Work with team on ideas and sponsorship.

MEMBERSHIP – Kevin Bourassa

Your Role

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

Goals

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

Membership Event

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

Current Membership Totals:

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

FUNDRAISING – Brittany Johnson

Your Role

- Individuals I report to: Stephanie Thompson (VP Development),
- Individuals that report to me: none
- Strong Board connections: Programming, Treasurer

Position Goals

- Execute an annual sponsorship opportunity in Q1.
- Provide support for all events throughout the year to get sponsorships for the event.
- Support the committee for the Summer Fair/Trunk Show.
- Plan the annual fundraiser, Masquerade.
- Raise funds to support the chapter events as well as support the growth of the chapter scholarship fund.

Other Report Items

- Three annual sponsorships obtained which will help support our simple program events for the year.
- Location and date of our annual fundraiser is set. October 26, 2022.
- Additional sponsorship opportunities for single events will be sent out as needed.

TREASURER- Kristen Larsen

Individuals I report to

- NEWH Inc. Board
- Position Goals
- Ensure chapter is following established NEWH, Inc. policies/structure/financial status
- Be aware of chapter financial status throughout the year.
- Help at events, set up and take down. Fill in gaps where help is needed.
- Gain clarity on sponsorship transactions to be able to report to Board on status
- Provide to President and Directors an account of all the

transactions and the financial condition of the chapter at each monthly meeting, to include status of sponsorship payments.

Budget and Financial Responsibilities

- Make sure our chapter stays on 2022 budget
- Work with Sponsorship and Events to make sure all sponsor payments are received

PROGRAMMING – Genevieve Richard

Individuals I report to:

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

Position Goals

- Continue the transition to in-person events again after the Covid Pandemic. Remain flexible and aware of the Covid cases/regulations in the Minneapolis area to adjust events as needed.
- Develop each month’s events earlier in advance to stay on top of marketing and general key points.
- Assist all board members in event planning as needed; to be a resource for all events.
- Assist with the coordination and development of event marketing as needed to ensure timely delivery of sponsorship attainment and event marketing.
- Enlist programming committee members as needed for each event
- Work to include Top ID firms/projects within programs
- Enlist programming committee members as needed for each event

Q1 2022 Review

- Jan/Feb: Happy hour and student event postponed due to Covid cases and regulations in Minneapolis area.
- March: March 3rd casual happy hour at AxeBridge Wine Company. 18-20 attendees total as expected. March 31st student mentoring and portfolio review scheduled at Atmosphere Commercial Interiors.

NORTHWEST

Kathryn Clark, delegate

chartered March 23, 1995

MEMBERSHIP

To recap the first quarter of 2022, our chapter gained two new Courtesy Business Members, one Associate Member, one Student Member, and fifteen General Members, with a total of 19 new Members all together! A lot of new members joined due the Leadership Conference in Seattle.

We had a significant portion of our chapter renew their memberships, and one existing Business Member who upgraded to Top Tier. We’ve got a big Top ID event coming up in April and hope to gain new members as a result of that event as well.

PROGRAMMING

Our chapter has always celebrated our current year TopID recipients at our large fundraising event called Savor, which in the past was always held in the Summer. The past couple years have seen us shift that event to the Autumn/Winter months which has been very well received, but it felt very late in the year to be honoring the current year TopID recipients. To remedy this, we are holding a TopID honors event this April to honor our 2022 recipients and will honor our 2023 recipients at the Savor fundraising event in October.

SCHOLARSHIP:

- Scholarship funds this year is \$25,000
- Digital packets were sent out last week

- Waiting on flyers from marketing for scholarship. Marketing team is working on creating a flyer with photos or headshots past recipients and a quote for social media. Once this is done, the flyer will be passed along to the schools.
- Judges for scholarship applications will include 3-4 judges
- We are creating an archive of past scholarship winners with names, dates, current positions and LinkedIn profiles.
- May education event (program) – Cooking Class with EID guest speaker

FUNDRAISING

Our Annual Sponsorship packages have proven to be a successful tool to keep our members involved in events, as well grow financially. Our fundraising goal this year was to get as many Annual Sponsorship members involved in our chapter as possible. We have currently met about 60% of our goal; we understand covid effects are still hanging around, so meeting half our goal is exciting. We are looking forward to our annual fundraising event, Savor, in October. It was a huge success last year, being our first in person event. We are expecting another successful event this year!

OTHER CHAPTER HIGHLIGHTS

The NEWH Leadership conference was a huge success, with amazing turnout from our chapter. The student-focused content

introduced this year was a great addition that will hopefully be expanded upon in future conferences. A huge thank you to NEWH, Inc. for such an inspiring and valuable conference!

CHAPTER/REGION GOAL

This year one of our main goals is to get our Call for Annual Sponsors out earlier than we have in the past few years. We are currently aiming to send out the call-in early November and our fundraising

team is doing an amazing job preparing for this task.

REPORT BACK TO CHAPTER/REGION

Yes, my IBOD report was covered at our January 29th Board meeting. All positive feedback received, and the sneak peek at Design LinQ was a hit!

ORANGE COUNTY REGION

Jennifer Dorr, steering committee chair

September 9, 2008

NO REPORT SUBMITTED – 1/13/2022 & 4/25/2022

PARIS

Gwendoline Theodet, chapter president

MEMBERSHIP

Our new Membership Director is bringing fresh new ideas to increase our brand awareness in France and optimize the use of our database thanks to marketing tools.

Our last event brought great interest from potential new members and students.

Soon to start a Social Media video campaign highlighting each one of our members

PROGRAMMING

Our target is a minimum of 1 event per month. We visited art galleries beginning of the year, had a very successful networking breakfast at Maison & Objet in March. In April we are organizing a private visit of Hoshu, new concept between hostel and hotel. A lunch is planned in May and a scent marketing workshop in June.

We secured a booth at Equip'Hotel in November for maximum exposure to NEWH

We will have one podcast / pane discussion recorded in TV professional studio and a live conference atv equip'Hotel, that will give us great exposure.

SCHOLARSHIP

We are finalizing our first scholarship to be allocated to "Compagnons du Devoir", French organization very renowned, promoting and training student to very specifics crafts and savoir faire.

FUNDRAISING

We are considering a "live cooking class" with a chef to raise funds.

OTHER CHAPTER HIGHLIGHTS

Strategic partnerships with Maison & Objet and Equip'Hotel

CHAPTER/REGION GOAL

Consolidate our foundations and continue increasing the number of members.

PITTSBURGH REGION

Julie Zanella, steering committee chair

NO REPORT SUBMITTED – 1/13/2022 & 4/25/2022

ROCKY MOUNTAIN

Nicole Brindle & Brittany Spinner, delegates

chartered December 2, 1991

MEMBERSHIP

CEU's

- a. Our virtual CEU's will continue on a quarterly basis. We hope that this helps to reiterate the value of NEWH memberships to the manufacturers reps in our region. Designers we hope will also continue to join and find the value.

Member Outreach

- a. We moved our membership event to earlier in the year to help capture new members and increase their probability of attending events. We will hold the event a month prior to our regional tradeshow in hopes of bringing more members to that event.
- b. Continuing with our strong Student Relations director, we have a past educator who has joined our scholarship team. We hope with both of their connections to schools and students that we can maintain student relationships after they graduate.
- b. Our goal this year is to bring more designers to our events. We hope that the Gala will help increase the potential for membership and attendance.

PROGRAMMING

April- Virtual Speed Mentoring Event: (Programming/Student Event):

- a. We will be continuing a virtual format and providing panelist

presentations describing different areas of the hospitality industry where students can apply their Interior Design or hospitality management degrees. This was a successful event for the last two years.

May – Hotel Tour – The Catbird by DLR Group and Sage Hospitality (Membership):

- a. This will be our first tour of the year and paired with our membership event. The event will be in May 2022.

June – Regional Trade Show in Denver (Tradeshow)

- a. This will be an important event for our chapter to help fill our scholarship and admin accounts since fundraising was lower than expected the past few years.

August- PAWrade (Community Service Event) :

- a. This will be our chapters take on the furry scurry. This is still very much in the works. This is our community service event, funds will be donated to a local shelter.

Sept – TopID and Scholarship Awards Gala (Fundraiser):

- a. Last year we had our first Gala and it was a very successful event that brought many designers who had not attended our events previously. We hope to build on the momentum from last year and make the event even better! The event will be Sept. 15th, 2022.

SCHOLARSHIP

Our board plans to award \$7000 in scholarships this year.

Rocky Mountain Chapter 2022 Scholarship Schedule:

- Scholarship Opens: April 15th
- Scholarship Closes: June 15th
- Winners Announced: July 15th

FUNDRAISING

- We have successfully achieved our goal of \$14,000 worth of chapter annual sponsorships this year. This will help take the pressure off of the fundraising director to find enough event-specific sponsors to help fund our events. We hope to bring value to our chapter sponsors and build continued loyalty with them for many years.
- Our chapter is focusing on making the Gala our main fundraiser for the next couple of years. If we find ourselves with an event opening in the fall and need additional funds to support our chapter then we will look to bring back the Bowling event in addition to the Gala.

OTHER CHAPTER HIGHLIGHTS

- We have brought on many strong and enthusiastic board members this year. They bring several valuable strengths as well as leadership qualities that will help build our chapter.
- Since we do have so many valuable board members who are new to NEWH, or new to the board, we want to set them up for

success. One of the ways that we are doing this is by having Jena and Diane come out to train with us, even though it is not officially our year to do that. We feel it will be really great to get everyone invested and working together cohesively.

CHAPTER/REGION GOAL

Many of our board directors mentioned that they want to help create a strong and collaborative board this year. One of the ways that we will be achieving this is improving communication, creating more committees to help reduce burnout, and most importantly we will be moving our board transitions and yearly strategic planning from January to October this year. We will invite both incoming and outgoing board members to help pass knowledge and get a jumpstart on the next year.

REPORT BACK TO CHAPTER/REGION

Yes, I take notes and as the scholarship director for the NEWH Inc. Board, I also report back regarding any changes, or initiatives that we should be on the lookout for.

The chapter board would like more information on the ASCAP issues as well as strategies, dos and don'ts, and clear direction so that we can be sure we don't do something we are not supposed to.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Nothing at this time.

SAN FRANCISCO BAY AREA

Kiko Singh, delegate

chartered June 1, 2010

NO REPORT SUBMITTED – 1/13/2022 & 4/25/2022

SOUTH CAROLINA REGION

Penny McPeak, Steering Committee Chair Elect

NO REPORT SUBMITTED – 1/13/2022 & 4/25/2022

SOUTH FLORIDA

Gabe Rodriguez, delegate

chartered October 2, 2003

MEMBERSHIP

We are strategically planning more mingles and panels as membership drives to increase membership to the chapter.

PROGRAMMING

Our chapter is creating mingles once a month and planning community service activities to drive up member participation.

SCHOLARSHIP

Our chapter has budgeted \$20,000 for sponsorships this year. We are engaging with more university students in order to increase student memberships and extend the value of NEWH.

FUNDRAISING

The fundraising goal for 2022 is to make sure we reach our 40% net proceeds for both of our events such as the Bowling Fundraiser in June, and our Golden Palm Awards in October. This year we are positioning the Golden Palm Awards the weekend of the Miami Trade Show in hopes of increasing sponsorships and enticing national vendors to stay the weekend for our event. (Oct 2022)

OTHER CHAPTER HIGHLIGHTS

Our first event of the year, Hat's Off Brunch was a great success. We had our TopID as panelists on stage to be celebrated and discuss the future of hospitality in our market.

CHAPTER/REGION GOAL

Goal is to solidify more members, partnerships with other organizations for increased awareness, continue momentum with student scholarships, and to hold more in person networking events.

REPORT BACK TO CHAPTER/REGION

Yes, it's been positive.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Programming

Staff note: A great way to get ideas on programming is to read through the IBOD packet to see what is being planned and what has been successful for other chapters. In addition, looking often at the website under chapters and individual chapter pages you can see what is coming up along with sponsorship menus to get great ideas for programming. Hotel Tours along with panels are always highly attended.

SUNSHINE

Denise Ganson and Kary Maybury, delegates

chartered September 1, 1996

MEMBERSHIP

Membership Drive is scheduled for Wednesday, April 13th in Downtown Orlando at The Flying Horse edition. There will be a

special guest speaker, Artist JEFRE and we will have raffle prizes for new and renewing members.

PROGRAMMING

Working with membership on the upcoming drive as well as planning our bi-monthly Sunset Socials. The next Sunset Social is scheduled for June, and it will be in the Lake Nona area. This event will include a tour of the new Wave Hotel.

SCHOLARSHIP

Scholarship Committee has completed the required training and have begun the process of administering application packets via INC. Plan is to give out \$50,000.00 in scholarships this year, in honor of our Chapters 25th Anniversary.

We were able to bring two of last years scholarship winners to the Leadership Conference with us and they had a wonderful time... "It was one of the most incredible experiences I have ever had, and I still talk about it almost every day." – Hannah Smith – FSU.

FUNDRAISING

Fundraising Committee is working hard on the upcoming Gala, scheduled for October 15th and in honor of our 25th +1 Anniversary. (Note this was postponed a year due to Covid).

This year's Gala is a Silver Tie Theme as it is our Silver Anniversary! The event will be held at The Alford Inn, Winter Park. Sponsorships are now open!!

This should prove to be a week of raising quite a bit of funds for

scholarships as our hope is to not only exceed our goals at the Silver Tie Gala, but to encourage guests to spend the weekend and attend our Chapter's Regional Trade show on Tuesday the 18th! Maybe they can then head down to South Florida for their show?!

OTHER CHAPTER HIGHLIGHTS

- Membership Drive: April 13th
- Tour: Wave Hotel – June
- Silver Tie Gala – October 15th
- NEWH Regional Trade Show: October 18th

Very strong account balances even after a few uneventful years! Eager to give double the number of scholarships away then we did last year!! Thank you, Sunshine Chapter supporters!!

CHAPTER/REGION GOAL

- To complete our Strategic Planning with Trudy so she can set us on the right path! This training is scheduled for Tuesday, April 12th.
- Exceed funds raised previously at both our upcoming fundraiser and the Trade show!

REPORT BACK TO CHAPTER/REGION

Yes...they love hearing ideas from other chapters!

TORONTO

Manuela Kennedy & Terryl Nielsen, delegates

chartered November 18, 2004

MEMBERSHIP

Student membership has grown significantly. We have a few new members and are actively contacting previous ones.

PROGRAMMING

We hosted our first chapter event at the beginning of March during COVID restrictions. The member turnout was low but to be expected (outdoor; winter). This past week we hosted an indoor event, and our attendance grew. Overall, it was a successful first post-COVID evening focusing on scholarships, with former recipients sharing their NEWH Inc. experiences.

We have events planned for May, June, and September.

SCHOLARSHIP

Our scholarship deadline has been extended. Our objective is to have at least two winners. Scholarships will be awarded at our June event, coinciding with our TopID awards evening.

FUNDRAISING

Our upcoming May, June and September events are all fundraising programs. The largest funds are typically secured via our golf tournament in the fall.

More ideas and opportunities need to be explored for July, August, October, and November. With an increase in our student membership, we will encourage and mentor their participation in planning suitable events.

OTHER CHAPTER HIGHLIGHTS

Ontario COVID restrictions have recently been lifted this week (March 21, 2022). During this past school year, we have teamed up with program affiliated colleges and universities to offer portfolio

reviews, focused Zoom seminars on various aspects of the industry and assistance to create an NEWH student body newsletter (8pages; available to students on their electronic bulletin boards). This was prepared by our student volunteers.

CHAPTER/REGION GOAL

Our main goals are to host TopID and our golf tournament. Our members are 'dipping their toes' into attending events. Over time, our hope is that they will be comfortable in returning to Toronto chapter events. We have actively been using social media to reach our members, making them aware of our planned programs. Thus far it has been effective in reaching our younger members. Email announcements have been more meaningful to our older members.

REPORT BACK TO CHAPTER/REGION

Highlights of regional IBOD meetings are shared at our chapter BOD meetings. Sharing of ideas plants the seeds for our future events. A successfully planned event in Atlanta may provide an idea or concept, and with modifications, appeals to our Toronto NEWH members.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Any post-COVID experiences would be helpful. Secondly, sharing effective ways to attract new members would be beneficial.

Staff note: Excellent diverse programming drives attendance. Think who you are targeting to attend/ join and gear a program towards that. Hotel tours coupled with a diverse panel (think back-of-house, engineering, hotel owner, procurement, culinary, designer) will be a draw to many. Remember quality over quantity and as attendance increases then you can offer member only or first option at hotel tours to sign up, etc. Make it look special to be a member.

UNITED KINGDOM

Caro Cundall & Kathryn Quinn, delegates

chartered June 12, 2002

MEMBERSHIP

- Now that we have started live events properly again, we have a chance to encourage new membership. However, we have noticed our membership levels have dropped recently with renewals lapsing. Kevin Swart and Hannah Rogers are on a drive

to encourage past members to join up again.

- We are keen to introduce the European Corporate Partners programme and have now had several supplier companies ask if this is possible so there is interest being shown. We realise this is still under discussion as a concept, but we believe there is a good

opportunity for this to work.

- Kevin and Hannah have been busy looking at ways to make membership more appealing – particularly from a Business Membership point of view. We have been discussing having exclusive events for members only to help boost membership.
- We continue to have a diverse membership made up of suppliers, designers, hoteliers, purchasing agents, and students along with publishers, editors, and curators. Now that we have Emily Marzocchi on board (one of our scholarship students from 2021) we hope this will help to increase our student membership as we have a direct link to the student forum.

PROGRAMMING

- We started our 2022 events off in early February – this was a little later than planned due to lockdown lifting slowly over January. Our first event was a Hotel Tour which had a good response from designers and suppliers – it was a wonderful way to start the year.
- We are delighted to have our TopID 2022 event coming up at the end of March. The winning design companies are presenting their work prior to the award ceremony – this event always gets a great turn out of designers keen to see what other design practices are doing.
- One of our big events for 2022 will be our chapter's 20th Anniversary Party (in June) and we are gearing up with ideas for the celebrations. Watch this space!
- Alison Kells is now Marketing Director, with constant support from Rita Bancroft and Can Faik on and press/media publications. We are delighted to have Emily Marzocchi, one of our winning Scholarship students for 2021, join the board for 2022 and she is proving to be a significant help with preparing flyers and social media.
- Jonathan Young continues to oversee the task of reaching out to a wider European audience and helps to organize The European Webinars (in collaboration with Paris and Milan chapters). The La Pause Webinars started again in February, but the attendance numbers were noticeably down now that people are getting back into normal work patterns.
- This year we have budgeted to cover the transport costs of our winning scholarship students so that they can attend our key NEWH events. This has helped in increasing the student attendance rate; it is good exposure for them and for the NEWH guests alike and helps to spread the news of our NEWH scholarship programme. We have already received great feedback by members and paying guests that they really enjoy meeting the students at our events and believe it is important for them to network and share experiences in the industry.

SCHOLARSHIP

- We had a great response to our Scholarship programme in 2021 and we are expecting a similar reaction in 2022. It made a massive difference that we had contacted more universities and it looks

like they will be keen to be involved again.

- Annette Culhane is now the Scholarship Director, and we are hoping to add new board members to help to support her this year. She is busy chasing the universities to drum up interest in the scholarship competition for 2022.
- Annette also continues to develop the student's social media platforms and has set up a student related NEWH LinkedIn page to help to offer advice and connections.
- Alicia Sheber is now our Diversity Director and is encouraging us to consider EID with all our events.

FUNDRAISING

- 2021 was a challenging year to make money; with many of our events held on-line for most of the year it proved difficult to do much fundraising. We managed to make a small profit at the end of the year but really need to up our game for 2022. Now that we are able to hold live events we should be able to build up the funds again.
- Jonathon Wilkins has taken up the reins as Fundraising Director in 2022 and has been busy preparing a new flier to encourage sponsorship.

OTHER CHAPTER HIGHLIGHTS

- Our 20th Anniversary Party in June (date to be confirmed) will be a big event for our calendar this year and we hope to include past board members to help celebrate. We would love to also see the NEWH Inc. team along with the Paris and Milan board members if travel allows.

CHAPTER/REGION GOAL

- Our big goal this year is to improve our Sponsorship of events as this is a key part of our fundraising.
- We also plan to increase Membership now that we have so many live events planned.
- Our board numbers have dropped down a bit this year and we will be looking at recruiting new board members to boost our support.

REPORT BACK TO CHAPTER/REGION

- We were delighted that (despite Covid restrictions) Libby, Kathryn and Emily were able to attend the Seattle Leadership Conference this year – it was a great success for all of them and they all spoke positively of the experience at our last board meeting. Emily is even in discussion with a student from Florida about a possible student exchange.
- We were also thrilled that Jonathan Young was awarded Fellowship and it was a shame that he could not be there to receive the award in person.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

- We have requested the current Mailing List to be sent through so that we can check it to make sure it is up to date. We realise there may be a number of changes to this since Covid that have not been picked up and we want to make sure it is current.

Staff note: On its way!

VANCOUVER REGIONAL

Rebecca Bertrand, steering committee chair

MEMBERSHIP

We need to follow-up with some members as a few have dropped off but starting to see reps out at events now and they are talking about joining again and getting excited about coming back as members. We have a student event in March, and we anticipate our student membership growing again. Also, we are working on spreading out pricing with a larger price difference for members vs. non-members for events going forward too to add value to

membership. We just held a Trivia event where we only allowed rep member to sponsor tables and it was a great tool to add value.

PROGRAMMING

Meliza has submitted the budget for the year to RB but I have to send it into INC. This is on my to do list. We have all our events set for the year and have a strong plan in place. All events have a base budget submitted for the year and things are moving efficiently.

SCHOLARSHIP

We have sent out social media notices and posted that our scholarship is now live. \$3k will be our scholarship this year with our goal next year of increasing this a lot. Richelle is going to the schools and talking to the teachers to spread the scholarship news and we will talk about it at our Student Roundtable in March to increase interest.

FUNDRAISING

We believe this will be our biggest scholarship fundraising year ever...with our hotel tour in May, the golf tournament and our ANNUAL being big revenue generators for us to increase our scholarship for the next years to come.

OTHER CHAPTER HIGHLIGHTS

We held a Trivia night March 10. We had some capacity issues when we start planning that changed shortly before so we would have had more people, but we had a VERY successful and fun Trivia networking night with 46 attendees. We got great feedback.

CHAPTER/REGION GOAL

One goal is to grow our scholarship amount for next years scholarship. We are having new and more revenue generating

events...hotel tour & mingler/ our first annual golf tournament and our ANNUAL. We are fully confident that we can increase scholarships or give out more scholarships next year

REPORT BACK TO CHAPTER/REGION

Yes, I do. It's been great because for example I let the team know about the TopID Wild Card and they were all super on board with that for our region. Also, another example is the social media tools, and I went back and told the team and our social media person starting using the NEWH access tools to social media right away. They are always receptive, and we always learn something as a team. I always learn something new on the call and I try to take what I learn back to the team.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Golf tournament documents so that we don't have the start from scratch. I'm looking for sponsor letters/ etc. that get sent out.

Staff note: The NEWH office would love to help – give us a call and let us know your specific needs.

WASHINGTON DC METROPOLITAN

Jennifer Farris & Elle Pechiney, delegates

chartered November 6, 1992

LEADERSHIP

We enjoyed being able to support a large group of board members in attending the NEWH Leadership Conference in Seattle in February. Monica Meade who is a Past President of our chapter was a key leader in the planning and organization of the event and we are very proud of all of her hard work. Jennifer Farris who is our current Past President was featured on a speaker panel discussing Branding Your Business along with an amazing panel of speakers including Kavitha Iyer and Aliya Khan who are both from the DC Chapter as well.

MEMBERSHIP

Our Chapter continues to see substantial growth with its increased number of new members. We kicked off our in-person events with a March Madness Membership Drive. Ending 2021 with over 300 members we are currently working to re-engage previous members while also attracting new segments of the industry.

Our Membership Committee continues to focus on area design firms in order to increase its membership. Visits will be planned to area A&D firms, with information shared about NEWH, with an emphasis on the many benefits of joining our hospitality industry organization. Membership is also continuing its focus on students attending the local Colleges & Universities. Membership will share the new NEWH Scholarship Video that we created to celebrate past winners along with other information about NEWH.

We are excited to see our chapter continue to grow through its new and existing members!

SCHOLARSHIP

The NEWH Washington DC Chapter raises money throughout the year for student scholarships and provides FUNdraising events targeting industry insiders and NEWH members. This year the Chapter celebrates its 30th Year and with that we are targeting scholarship contributions of \$75,000. Our Chapter scholarship officially opened this month, and we are currently promoting through social media and outreach.

We were able to host 4 of our previous year scholarship winners at the NEWH Leadership Conference and it was an amazing opportunity to introduce them to the industry and celebrate their hard work.

PROGRAMMING

We kicked off the year with a virtual event hosting over 30 members

for a Drag Bingo night where we celebrated the diversity and inclusion of our industry.

MARKETING

With great leadership by our Marketing Director, our marketing efforts have been a major focus for our ongoing growth. Social media is a focus for our chapter, with a growing number of followers on LinkedIn, Instagram, Face Book and Twitter.

We currently have 1,372 followers on Instagram, which is up from only 441 in 2018 when we started targeting this platform. We will continue to highlight Instagram takeovers with designers and local industry reps to help drive content and engage users to interact with us digitally.

We have been working hard on Illuminate Our Industry monthly features of members in our community who represent a diverse and under-represented but critical part of our chapter.

FUNDRAISING

The NEWH GOLF TOURNAMENT, our chapters' signature fundraising event will be hosted again this year in October.

Cheers to our phenomenal team...

Way to share the mission of our NEWH organization and grow our membership!

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. Top ID Voting Criteria – can we find a way to make it more design driven

Staff note: The TopID committee is reviewing the 2023 nomination criteria which will continue to recognize design excellence and promote design firms engaged in supporting NEWH and its mission of scholarship and education. Stay tuned - the committee is looking at a potential future premier design-based award to a TopID recipient.

2. Collaborations with outside groups – how have other chapters made this work

Staff note: This has really been dependent on each area and who is on the board with the other organizations and NEWH. Some have found others to be very open to hosting a community service event together to bring everyone together while others have found some leadership to be non-responsive. Because money cannot be commingled, community service events – where items are being donated – is an easier way to couple with the other associations.

ADDENDA

MOTION TO APPROVE MINUTES

Date: April 24, 2022

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 AMEND THE NEWH, INC. ORGANIZATIONAL CHART

Date: April 24, 2022

Motion Number: 2

I, Cynthia Guthrie, move to amend the 2024 NEWH Organizational Chart (changes will be reflected on the 2023 ballot) as follows:

- Removal of Vice President/Development
- Addition of Vice President/Membership
- Addition of Vice President/Events
- Director/Membership & Chair/TopID will reside under Vice President/Membership
- Director/Brand Programs, Director/ Leadership Conference, Chair/BrandED, Chair/PowerTalks, & Chair/BrandED will reside under Vice President/Events
- DesignLinQ will have only one (1) Chair position

Motion seconded by: _____

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

MOTION TO ADJOURN

Date: April 24, 2022

Motion Number: 3

I, Lanee Burns, move to appoint Valerie Coleman to the position of Director Equity/Inclusion & Diversity to complete Deaderia Morris-Bowman’s term.

Motion seconded by: _____

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

MOTION TO ADJOURN

Date: April 24, 2022

Motion Number: 4

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

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
 YEA: 0 NAY: 0 ABSTENTION: 0 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 stationery 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.

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 2022 NEWH Leadership Conference in Seattle, WA. Awardees must be able to attend presentation.

Nomination Information:

Deadline: November 1, 2021

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, 2021 – Nominations open
- October 31 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15 – Fellow recipients informed
- February 2022 – Fellow recipients recognized at the NEWH 2022 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 TOPID?

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, but they are also celebrated internationally across the vast network of professionals in the industry!

How would your firm benefit from being name a TopID?

TopID firms will be asked to sign a consent form that allows NEWH to post their photography on the NEWH website for promotional purposes. They may also be contacted by media related to speaking opportunities, editorial comment and or participation in events as a highly respected design professional. They will be published in the ICON of Industry booklet that is distributed at the Gold Key Awards Ceremony in November during the BDNY Show held in New York City. By accepting the

honor of NEWH TopID, NEWH will present the list on the NEWH website and at all international events they participate in with the intent of presenting the TopID firms as the “elite” and most exceptional design firms in the regions they are within. NEWH encourages members and industry professionals to utilize this list when in need of a design leader for their projects or expert advice within their companies or events.

Minimum Criteria - required

- Current Membership (one person within the local firm must be a current voting member in good standing with NEWH)
- Minimum of 3 hospitality projects completed within the 18-month period prior to nomination (January 1, 2018 to June 30, 2019) with 150-word written narrative describing each project
- Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format) – images will be acquired from the winning firms after TopIDs have been announced
- Firm must have an accessible website

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!

General Resources

- 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

Board Meeting Resources

- 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

Board Training

- Board Orientation/Training for Full Board
- Chapter Board Member Job Descriptions
- Quickbooks Seminar
- Smart Goals
- Training PowerPoints for each Board Position

Financial Support

- Budget Calculator
- Check Request
- Contracts
- Event Invoice
- Tax Exempt Explanation
- Travel Reimbursement

Marketing

- 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

Membership

- Types of Membership
- Member Interest Survey
- Membership Director Information
- Membership Drive
- New Member Welcome
- Renewal Reminder

Nominations

Chapter Nomination Timeline
Chapter/Region Job Descriptions
Chapter Board Organization Chart
NEWH, Inc. Board of Directors

Programming/Fundraising

Programming vs Fundraising Event – What's the difference?
Budget Calculator
Catering Checklist
Certificate of Insurance Form
Communicating with your Chapter Membership
Corporate Partner Signage
Contracts
Contribution/Sponsor Acknowledgement (Thank you letter)
Event Badge Templates
Funds – What's Required and Distribution
Event Sponsorship Request Letter
Liquor Policy
Program Script
Results of Activity Reporting – Programming
Results of Activity Reporting – Fundraising
Setting your Plan for the Year
Speed Mentoring Event
Sponsorship Agreement
Sustainability Programming

Regional Groups

Establishment of a Regional Group
Regional Group Application
Regional Group Manual

Scholarship & Education

Scholarship Process
Guidelines for Scholarships
Educator & Student PowerPoint
Frequently Asked Questions
Accredited College Resources
Letter to Non-winning Applicants
Letter to Scholarship Winner
Scholarship Check Request Form
Hold Harmless Policy Chapters
Scholarship Application Evaluation
Chapter Event Idea Templates
Vendor Scholarship Agreements
In Memory Scholarship Agreements

Awards

NEWH Pinnacle Award (formerly known as Recognition of Excellence Award)
NEWH College of Fellows
TopID Awards
NEWH Joyce Johnson Award

NEWH, Inc. Policies & Procedures

Liquor Policy
Event Refund/Cancellation Policy
NEWH, Inc. By-laws

NEWH, Inc. Regional Tradeshows

Tradeshow Policies
Timeline

NEWH, Inc. Board

Board Reporting Forms
Ambassador
Continuing Education
Delegate
Development
Education
Events
Executive Advisor
Expansion
Finance
Fundraising
International Expansion
International Relations
Marketing
Marketing Collateral
Marketing Communications
Membership – director
Membership – vice president
NEWH Conferences
Past President
President
President Elect
Regional Tradeshows
Scholarship
Secretary
Sustainable Hospitality – director
Sustainable Hospitality – vice president

NEWH By-laws
Travel Reimbursement

Board Reports / Minutes / Etc.

International Board of Directors Meeting Packets

Member Logos



NEWH Chapter Business Plan

NEWH/(chapter) – (year)

What is a Chapter Business Plan?

A chapter business plan helps to ensure your chapter's success. And, as the blueprint for your chapter, a chapter business plan is a critical element because it showcases your chapter's vision, board structure, calendar, financial projections, and goals.

The chapter business plan outlines the operating framework of your chapter by detailing who you are, what are your plans/goals, and how you will generate proceeds for NEWH's mission of scholarship and education.

CHECK LIST

Required - these items **must** be submitted to the NEWH, Inc. office:

Board of Directors/Chairs

NEWH has a list of your nominated board – please submit any chairs appointed by the board by January 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:

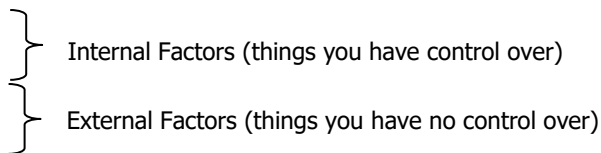
Conduct a SWOT analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats



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 9/10 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

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

2022 CALENDAR

MAY 2022

1-May	<i>Labor Day (France, Italy)</i>
1-4 May	<u>ARDA Spring Conference 2022</u>
2-May	<i>Bank Holiday (United Kingdom)</i>
3-5 May	<u>International Hospitality Investment Forum</u>
4-May	NEWH PerspectiVe
4-8 May	<u>DesignMarch</u>
5-May	<u>Meet Up North</u>
6-May	NEWH Executive Committee Zoom Call
8-May	<i>Mothers Day (United States, Canada, Italy)</i>
10-20 May	<u>NYCxDESIGN</u>
11-May	Initiative Calls
11-12 May	<u>retailX</u>
12-May	Founder's Circle (virtual)
12-22 May	<u>Berlin Design Week</u>
14-16 May	<u>ICFF</u>
14-17 May	<u>Domotex Turkey</u>
19-21 May	<u>Domotex Hanover</u>

16-17 May	CHRIS
16-18 May	<u>Saudi Entertainment & Amusement</u>
17-19 May	HOLA
18-May	Leadership Lessons/Chapters
19-May	Chicago CitySCENE
19-21 May	<u>AIAISC '22 - AIA International Spring Conference</u>
19-22 May	<u>BOND Leading 5-Star Hotel Designers</u>
21-24 May	<u>National Restaurant Association Show</u>
20-May	Leadership with Trudy Craven
22-24 May	<u>BD Match</u>
23-May	<i>Victoria Day (Canada)</i>
24-26 May	<u>Clerkenwell Design Week</u>
24-26 May	<u>Middle East Design & Hospitality Week</u>
24-26 May	<u>HITEC Dubai / The Hotel Show Dubai</u>
25-May	BrandED
27-Mar	<i>Mother's Day (France)</i>
30-May	<i>Memorial Day (United States)</i>

JUN 2022

1-Jun	NEWH PerspectiVe
2-Jun	<i>Bank Holiday (United Kingdom)</i>
2-Jun	<i>Republic Day (Italy)</i>
3-Jun	<i>Platinum Jubilee (United Kingdom)</i>
2-Jun	NEWH/Denver Regional Tradeshow
3-Jun	NEWH Executive Committee Zoom Call
7-Jun	<u>HD Awards</u>
7-8 Jun	<u>Cruise Ship Interiors - America</u>
8-Jun	Initiative Calls
8-10 Jun	<u>HI Design Europe</u>
8-10 Jun	<u>3daysofdesign</u>
12-15 Jun	<u>Hotec Operations</u>
13-15 Jun	<u>NeoCon</u>
15-Jun	NEWH Now

16-19 Jun	<u>Art Basel</u>
17-Jun	Leadership with Trudy Craven
19-Jun	<i>Father's Day (United States, Canada, United Kingdom, France, Italy)</i>
19-Jun	<i>Juneteenth (United States)</i>
19-21 Jun	<u>The Hotel Show Africa</u>
20-23 Jun	<u>Hotec Design</u>
21-24 Jun	<u>Heimtextil Summer Special</u>
22-Jun	<u>Washington DC CitySCENE</u>
22-Jun	LaPause
22-23 Jun	<u>THIS (the Hotel Interiors Show)</u>
22-25 Jun	<u>AIA Conference on Architecture</u>
26-29 Jun	<u>Senior Lifestyle Design Match</u>
27-30 Jun	<u>HITEC North America</u>
29 Jun-2 Jul	<u>NEW DESIGNERS - week one</u>

JUL 2022

1-Jul	<i>Canada Day (Canada)</i>
1-Jul	NEWH Executive Committee Zoom Call
6-Jul	NEWH PerspectiVe
6-9 Jul	<u>NEW DESIGNERS - week two</u>
9-13 Jul	<i>Eid al-Adha</i>
12-Jul	<u>ALIS Summer Update-New York-Hotel Capital Markets</u>
13-Jul	Stay Connected
14-Jul	<i>Bastille Day (France)</i>

14-Jul	<u>ALIS Summer Update-Nashville-Views from the Boardroom</u>
15-Jul	Leadership with Trudy Craven
19-Jul	<u>ALIS Summer Update-Dallas-Hotel Development</u>
20-Jul	NEWH Now
21-Jul	<u>ALIS Summer Update-Los Angeles-Views from the Boardroom</u>
24-28 Jul	<u>Las Vegas Summer Market</u>
27-Jul	BrandED
27-29 Jul	<u>BD Summer Forum</u>

AUG 2022

3-Aug	NEWH PerspectiVe
5-Aug	NEWH Executive Committee Zoom Call
10-Aug	Initiative Calls
17-Aug	Leadership Lessons/Chapters
19-Aug	Leadership with Trudy Craven
3-Aug	NEWH PerspectiVe
5-Aug	NEWH Executive Committee Zoom Call

10-Aug	Initiative Calls
21-23 Aug	<u>HEALTHTAC West Live Connect 2022</u>
28-30 Aug	<u>Western Foodservice & Hospitality</u>
29-Aug	<i>Bank Holiday (United Kingdom)</i>
29-31 Aug	<u>BD Fall Forum</u>
31 Aug-2 Sep	<u>HICAP ANZ</u>

SEP 2022

2-Sep	NEWH Executive Committee Zoom Call
5-Sep	Labor Day (United States)
6-8 Sep	The Hotel Show - Saudi Arabia
7-Sep	NEWH PerspectiVe
8-12 Sep	Maison & Objet
8-12 Sep	Paris Design Week
11-Sep	September 11th (United States)
13-15 Sep	Healthcare Design Forum
14-Sep	Initiative Calls
15-Sep	HD SiteSEEING
16-Sep	Leadership with Trudy Craven
17-25	London Design Festival
19-22 Sep	Lodging Conference

21-Sep	NEWH Now
21-24 Sep	London Design Fair
21-24 Sep	Design London
22-25 Sep	Forum for America's leading Interior Architects
22-25 Sep	Arc Interiors
22-25 Sep	IDS Vancouver
25-27 Sep	Rosh Hashanah
26-27 Sep	Hotel Designs Hotel Summit
26-30 Sep	Cersaie Ceramic& Surfaces
27-30 Sep	Marmo+Mac Stone & Design
28-Sep	BrandED
28-30 Sep	HI Design Americas
29-Sep	Atlanta Regional Tradeshow

OCT 2022

3-4 Oct	The Annual Hotel Conference
4-5 Oct	Independent Hotel Show
5-Oct	NEWH PerspectiVe
5-Oct	NYC City SCENE
5-Oct	Yom Kippur
7-Oct	NEWH Executive Committee Zoom Call
9-12 Oct	Decorex
10-Oct	Thanksgiving (Canada)
10-Oct	Indigenous Peoples Day (United States)
10-16 Oct	PAD London
10-16 Oct	Frieze London
12-Oct	Stay Connected
13-Oct	DesignWell
15-24 Oct	Navaratri

16-19 Oct	RestaurantPoint east
17-19 Oct	Resort & Residential Hospitality Forum
18-Oct	NEWH/Orlando Regional Tradeshow
18-19 Oct	AOCAP
19-Oct	NEWH Now
20-Oct	NEWH/Miami Regional Tradeshow
21-Oct	Leadership with Trudy Craven
24-Oct	Diwali
24-27 Oct	ULI Fall
26-Oct	LaPause
26-27 Oct	NextGen
30-Oct	end of Daylight Savings Time in France, Italy
31-Oct	end of Daylight Savings Time in UK

NOV 2022

2-Nov	NEWH PerspectiVe
2-5 Nov	HI Design Asia
4-Nov	NEWH Executive Committee Zoom Call
6-Nov	end of Daylight Savings Time in US and Canada
6-10 Nov	EquipHotel Paris
9-Nov	Initiative Calls
11-Nov	Platinum Circle Awards
11-Nov	Veterans' Day / Armistice Day
12-Nov	NEWH, Inc. Board of Directors Meeting
12-Nov	NEWH, Inc. Executive Committee Wrap-up

13-Nov	NEWH, Inc. Executive Committee Wrap-up
13-14 Nov	BDIny / HX the Hotel Experience
14-Nov	Gold Key Awards
16-Nov	Leadership Lessons/Chapters
17-Nov	BCFA Annual Luncheon
17-18 Nov	HIX (Hotel Interiors Experience)
17-20 Nov	BOND America's Leading Architects Forum
24-Nov	Thanksgiving (United States)
30-Nov	BrandED
30 Nov-1 Dec	Cruise Ship Interiors Europe

DEC 2022

2-Dec	NEWH Executive Committee Zoom Call
2-5 Dec	ARC Middle East
6 Dec - 1 Jan	Kwanzaa
7-Dec	NEWH PerspectiVe
7-Dec	Dallas CitySCENE
10-13 Dec	EMEA's Leading 5-Star Hotel Designers
14-Dec	Initiative Calls
16-Dec	Leadership with Trudy Craven

18-26 Dec	Hanukkah
21-Dec	NEWH Now
25-Dec	Christmas Day
26-Dec	Christmas Day (Canada)
26-Dec	Boxing Day (United Kingdom)
27-Dec	Christmas Day (United Kingdom)
31-Dec	New Year's Eve

Jun 2016

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: