



## GOVERNING BOARD PACKET

13 Jan 2022

Meeting Room  
**Whichever Room You Choose**

**Your House**

Your Address  
Your City

setting high standards of  
scholarships, educational efforts and information exchange  
achievement for those in the  
linking professionals from diverse areas of professional focus  
hospitality industry  
development and funding, operations to design,  
architecture and purchasing, manufacturing to  
sales, marketing and communications

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## NEWH, INC. GOVERNING BOARD MEETING AGENDA

**Thursday, 13 January 2022 - Your Comfy Spot**

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

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

<b>Executive Committee</b>	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	<b>Strategic Advisors</b> Trudy Craven
<b>Board of Directors</b>	Brittany Spinner Dallas Bentley	Vanessa Vaughan Kelly Gaddes	Alex Jones Deaderia Morris	Teri Urovsky Tory Knoph	<b>CP Ambassadors</b> Emily Mueller	Adam Tooter Jason Reynolds
<b>Chairs</b>	Leslie Anderson Rachel Berman Barbara Bradley Stephanie Deshaies	Debbie McKelvey Meg Prendergast Natalie Sheedy	Teri Schell Penny Shelton Miriam Tamayo	<b>Brand Ambassadors</b> Barry Sullivan Tara Chung	Kavitha Iyer My Nguyen	<b>Media Ambassadors</b> Michelle Finn Stacy Rauen
<b>House of Delegates</b>	Natasha Lila Ashar Dallas Bentley Nicole Brindle Laura Carter Kathryn Clark Enrico Cleva	Ashley Cova 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 Roger Mathis Kary Maybury	Terryl Nielsen Elle Pechiney Michelle Purcell Kathryn Quinn Gabe Rodriguez	Valerie Hogan Kiko Singh Francesca Sosa-Alkhoury Brittany Spinner Gwendoline Theodet

  

_:30 Call to Order (3 minutes) _:33 Establishment of Quorum (3 min) - Presentation of Minutes and Motion to Accept (2 min) _:38 President’s Welcome (3 minutes) _:41 Financial Report (2 min) - Call for Motion to approve Budget (2 min) _:45 EID Chapter Guidelines (3 min) _:48 Scholarship (2 min) - Chapter Status (2 min) _:52 Education (1 min) - EDOLine (2 min) - BrandED (2 min) - Continuing Education (2 min) _:57 Regional Tradeshows (2 min) _:59 International Report (Paris & Milan) - Canada (1 min) - United Kingdom (2 min) - Paris (2 min) - Milano (2 min) _:06 Leadership Conference (3 min) _:09 Board Training/Strategic Planning/Next Steps (3 min) _:12 BREAK (15 min) _:27 BREAKOUT GROUPS – one (1) hour long - SCHOLARSHIP - EDUCATION/Continuing Education, Green Voice Education, EDOnline - MEMBERSHIP/EID - FINANCE/Fundraising/TopID - CONFERENCES/Events - COMMUNICATIONS/ Social Media _:27 Report on Breakout Session - SCHOLARSHIP (8 min) - EDUCATION, Continuing Education, Green Voice Education, EDOnline (8 min) - MEMBERSHIP/EID (8 min) - FINANCE/Fundraising (8 min) - CONFERENCES/Events (8 min) - COMMUNICATIONS, Social Media (8 min) _:05 DesignLinQ _:15 Old Business / New Business _:30 Motion to Adjourn	Christine Tucker Fernando Diaz  Christine Tucker Sandy Banks  Deaderia Morris Bowman Brittany Spinner Hillary Eggebrecht Deidre Schwartz Dallas Bentley Terri Urovsky Barbara Bradley Jena Seibel  Chris Tucker Jonathan Young Gwendoline Theodet Enrico Cleva Monica Meade Jena Seibel/Trudy Craven  Brittany Spinner Deidre Schwartz Deaderia Morris Bowman Sandy Banks/Kelly Gaddes/Meg Prendergast Monica Meade/Alex Jones Helen Reed/Tory Knoph  Stellar Blue Christine Tucker
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**NEWH, INC. GOVERNING BOARD MEETING MINUTES**

Monday, November 13, 2021

Jacob K. Javits Convention Center | New York, NY / Virtual Zoom Meeting

<b>Executive Committee</b>	Christine Tucker Fernando Diaz Jennifer Wellman	Diedre Schwartz Monica Meade Lanée Burns	Helen Reed Jonathan Young Cynthia Guthrie	Trisha Poole	<b>EC Guests</b> Enrico Cleva Gwendoline Thoedet	<b>Strategic Advisors</b> Trudy Craven
<b>Board of Directors</b>	Brittany Spinner Dallas Bentley	Vanessa Vaughan Alex Jones	Deaderia Morris	<b>CP Ambassadors</b> Matt DeShantz Jordan McInturf	Gretchen Gilbertson	<b>Media Ambassadors</b> Michelle Finn
<b>Chairs</b>	Penny Shelton	Barbara Bradley	Debbie McKelvey	Rachel Berkin	Stephanie Deshaies	Meg Prendergast
<b>House of Delegates</b>	Nicole Brindle Mark Cunningham	Courtney Callahan Denise Ganson	Natasha Ashar Julie Kaufmann	Kristin Kubala Dawn Larsen-Gamer	Kary Maybury Demi Melissinou	Karen Rains Penny Shelton
<b>NEWH Inc. Staff</b>	Shelia Lohmiller	Jena Seibel	Susan Huntington	Hillary Eggebrecht		
<b>Guests</b>	Hope Case Courtney Herzog	Christina Fluegel Todd Fuller	Kelly Knowles Laurie Woliung	Levar Jackson Wanda Luna	Raquel Miller Alicai Sheber	Teri Uiovsky
<b>Not in Attendance</b>	Sandy Banks Tara Witt Kelly Gaddes Tory Knoph	Jason Reynolds Stacy Shoemaker Leslie Anderson Libby Bull	Valentina Castellon Carolina Coelho Kortney Edge Allison Gasser	Tara Hebert Jonathan Kaler Leena Nancy Janine Peluffo	Michelle Purcell Rebecca Rotar Heather Scott Athena Slejko	Jessica Vos

The meeting was called to order by President, Christine Tucker at 1:01 ET. Roll call taken via Zoom registration report and a quorum was established.

**President’s Welcome – Christine Tucker**

**Discussion-Christine Tucker: President’s Welcome**

- Housekeeping: don’t go over time slot
- Thank you to everyone for joining on the hybrid system
- Thank you to the EC for everything they’ve done during COVID
- Zoom helped on an international level
- European chapters are able to be more involved and are growing
- Reviewing how to move forward with hybrid
- IBOD meetings are 3 times a year
- Next year there will be a Zoom IBOD in January
- Live IBOD in May
- Live IBOD in BDNY
- Staying connected with presidents and vice presidents of the chapters
- Leadership lessons
- Event calendar is at the end

**MOTION TO APPROVE MINUTES**

Date: November 13, 2021

Motion Number: 1

I, Fernando Diaz, move to approve the June 3, 2021 minutes as presented.

Motion seconded by: Monica Meade

STATUS OF MOTION:

Carried:  Defeated:

**MOTION TO APPOINT BOARD MEMBERS**

Date: November 13, 2021

Motion Number: 2

I, Cynthia Guthrie, move to appoint Teri Urovsky to the position of director brand programs on the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: Trisha Poole

STATUS OF MOTION:

Carried:  Defeated:

**Financial Report - Susan Huntington**

**Discussion- Susan Huntington:**

- We are financially stable and doing just fine
- Leadership dollars and trade show dollars are coming in and we still have those expenses to pay out
- Chapters seem to be doing well
- Fundraisers are bringing in money
- No overall concerns

## Membership - Vanessa Vaughan

### Discussion-Vanessa Vaughan:

- Membership twice yearly
- Focus of next call will be looking at membership numbers
- Major successes including Milano which had an impressive increase in membership
- Look at best practices in next call
- There will be a lot more incentive to rejoin NEWH in 2022
- Providing new fresh marketing materials that are targeted at people who would benefit from being a part of NEWH

## EID - Lanée Burns

### Discussion-Lanée Burns:

- Committee that meets once a month
- Introduced event, membership, and scholarship guidelines

## Scholarship – Jennifer Wellman / Brittany Spinner

### Discussion-Jennifer Wellman:

- Training session for how to judge scholarship applications will be starting again in 2022
- When a student applies for a scholarship, they automatically become a member
- Students do not have to reapply to IBOD scholarships
- Gave away two scholarships at Platinum Circle
- Will be giving away a scholarship at Woman's Leader Breakfast
- 2 scholarships will be given away at Gold Key

## Scholarship Chapter Status - Hillary Eggebrecht

### 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 are starting back up, so chapters can go back to 50% of scholarship account if they feel they are able to do so
- In 2021, we've had 12 chapters fully award their scholarships, and 16 are still waiting
- Internationally we have given 7.3 million dollars in scholarships

## Education - Deidre Schwartz/ Dallas Bentley

### Discussion – Dallas Bentley:

- Launched online last summer
- 70 pieces of content- Thank you Johnathan
- 6 new pieces of content in the last week
- Next step is to market for users
- AEC daily to satisfy part of the ed online
- Greenvoice chair rewrote scholarship requirements

## Regional Trade Shows – Jena Seibel

### Discussion-Jena Seibel:

- We held 2 trade shows this year at Bethesda and Houston
- Next year we will have trade shows in February in Seattle, in March in Dallas, in June in Denver, in September in Atlanta, and in October in Orlando and then in Miami
- We will start working on the following year after leadership conference
- The events are being sold out
- Two badges per booth to keep people more comfortable, this will be extended into the leadership conference and probably into the trade show in Dallas
- Truck show is a chapter fundraising event

## Canada Chapter Update - Christine Tucker

### Discussion: Christine Tucker

- Canada is not doing so well
- Lack of attendance
- Only board members on zoom calls
- Vancouver is doing well

## International Report

### Discussion-Alicia Sheber (United Kingdom):

- We have stands at the HIX trade show and cruise ship expo in London in early December
- We are working on getting personal email addresses from students
- Our top ID was a success
- Our round table fundraiser was successful
- We have been getting more universities involved in our scholarships

**Discussion- Gwendoline Theodet (Paris):**

- We are getting to a nice dynamic with the board
- We are now resuming back to live events

**Discussion- Enrico Cleva (Milano)**

- Membership has been fantastic
- Our board is promoting NEWH a lot
- We just started with events this June
- 96 members
- We have done 2 networking events and are doing another at the end of the month
- We are working with our design university to give a scholarship, but it has not started due to the lack of students
- We started fundraising very slow
- At the end of November, we will give our top ID awards

**Leadership Conference - Alexandra Jones/ Monica Meade**

**Discussion- Alexandra Jones:**

- Leadership conference is going great
- Trade show is sold out

**Discussion- Monica Meade:**

- We are signing all of the contracts for the speakers
- Online you can see the agenda for the conference
- Keynote speakers are finalized
- We have sponsorships that we need to sell
- Our social media campaign has done very well

**Board Training/ Strategic Planning/ Next Steps - Jena Seibel and Trudy Craven**

**Discussion- Trudy Craven**

- Jena has the schedule of the chapters that must do strategic planning
- All strategic planning workshops will be Zoom to save money
- Workshops require some pre-planning for the 4-hour Zoom meeting

**Discussion- Jena Seibel**

- We just redid the schedule
- Meetings can be held on Zoom or in person

**Report on Breakout Sessions**

**Break-Out Session Overview:**

**Reports:**

**Scholarship-Laura Carter:**

- How to keep the gray out of scholarship awards with checklist
- Making sure students are exhibiting financial need
- Making sure the majors are appropriate for scholarships
- Trying to figure out how each chapter awards the money
- Trying to keep differences between each chapter minimal
- Keeping students who received scholarships involved in NEWH

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

- Update on Ed online and content
- We need to continue to build the content
- There is more content to review, and it is time consuming
- Starting early next year, we will be focused on marketing
- Partnership with AEC daily
- Participating in board meetings
- Greenvoice sessions tomorrow

**Membership/EID- Deaderia Morris-Bowman:**

- Building membership and rethinking how to build membership
- building a toolbox for the position of membership on boards
- new ideas coming out of the chapters: New York- giving the gift of membership campaign
- how to engage scholarship members, bringing them in as part of the board, scholarship director getting to know students, getting connected with internship opportunities, and overall building more personal connections

- ask people to get involved to build committees
- EID is working on membership guidelines

**Top ID- Meg Prendergast:**

- How to refine the qualifications of what a Top ID design firm is to respect the design firms already partnered with NEWH and to allow for the newcomer or design firms with less resources
- How to allow submittals for newer design modalities
- How best to showcase the Top ID award
- Top ID award at the Platinum Circle

**Conferences/Events- Fernando Diaz:**

- We fell short on networking opportunities at the Miami conference
- Creating a 'scavenger hunt' for the students to get them to network with different people

**Communications, Social Media- Nicole Brindle:**

- LinkedIn business pages for the chapters
- Board members can add their position as a job on LinkedIn
- Chapters can post events on LinkedIn
- How well Canva was going for some chapters especially scheduling
- How to design an Instagram page with intention
- Using reels on Instagram to boost engagement and visibility

**BrandEd- Teri Urovsky:**

- Focusing on the marketing efforts for next year
- Planning on doing 6 live and 4 virtual BrandEd sessions next year
- Discussed BrandEd happening tomorrow

**MOTION TO ADJOURN**

Date: November 13, 2021

Motion Number: 3

I, Fernando Diaz, move to adjourn the NEWH, Inc. Board of Directors Meeting at 3:47 ET.

Motion seconded by: Trisha Poole

STATUS OF MOTION:

Carried:  Defeated:

## PRESIDENT

### CHRISTINE TUCKER

#### Job Purpose:

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

#### JANUARY 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

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.

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

**NEWH Chapter Board Training Schedule**

*The board training schedule is open for modification, contact us if you would like your schedule reworked*

	2022	2023	2024	2025
ARIZONA	Strategic Plan 1/21/22	Board Train (Required)	Virtual BDT/STP (request)	OPEN
ATLANTA	OPEN	Virtual BDT/STP (request)	Board Train (Required)	Strategic Plan (required)
ATLANTIC CITY	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
CHICAGO	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)
CINCINNATI	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
DALLAS	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
HOUSTON	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
LAS VEGAS	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)
LOS ANGELES	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
MILAN	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
MID-SOUTH	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
NEW YORK	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)

NEW ENGLAND	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
NO/SO CAROLINA	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
NORTH CENTRAL	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
NORTHWEST	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)
ORANGE COUNTY	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
PARIS	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
PITTSBURGH	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
ROCKY MOUNTAIN	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)
SAN FRANCISCO	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
SOUTH FLORIDA	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
SUNSHINE	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
TORONTO	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)
UNITED KINGDOM	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
VANCOUVER	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
WASHINGTON DC	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)

Online Board Training starting 2022	Strategic Planning	Webinar Board Training or Strategic Planning – On Request	OPEN – Chapter may have a break year or request something special
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Those marked "upon request" may incur charges for extra training.

## VP/FINANCE

### SANDY BANKS

#### Job Purpose

- Keep and maintain, or cause to be kept and maintained, adequate and correct books and records of the properties and business transactions of the corporation, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, retained earnings, and other matters customarily included in financial statements.
- 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.

#### 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	\$ 349,025.74
Scholarship	190,159.11
Cliff Tuttle Scholarship	7,963.50
Money Market <i>(cash reserve fund)</i>	397,199.13
Long Term Reserve Account	456,086.34
Checking Reserve Account	134,569.62
CD	100,000.00
NEWH, Inc. acct in Canada (10/30/20)	CAD 4,847.08
NEWH Canada, Inc.	CAD 80,942.15
NEWH Canada, Inc. Scholarship	CAD 8,749.33
NEWH, Inc. acct. in London	GBP 23,841.70

Chapter	Updated Signature Cards 2021	Regional Tradeshow Monies transferred to Scholarship Acct in 2021	Fundraising/ Donation/ Interest Monies transferred to Scholarship Acct in 2021	Checking Balance	Date	Scholarship Bal	Date	Mutual Fund	CD
Arizona			515.83	55,998.87	12/31/21	12,084.98	12/31/21		
Atlanta			86,529.49	120,017.74	12/31/21	97,232.66	12/31/21		
Chicago			23,469.49	117,866.58	12/31/21	120,038.96	12/31/21		
Dallas			3,802.65	120,763.69	12/31/21	67,255.14	12/31/21		
Houston		17,157.81	17,278.50	36,463.02	12/31/21	68,332.41	12/31/21		
Las Vegas			151.08	54,237.36	12/31/21	79,946.27	12/31/21		
Los Angeles Founding			4,751.00	69,944.79	12/31/21	57,879.74	12/31/21		
New York			4,958.22	188,856.65	12/31/21	156,332.07	12/31/21		
North Central			17.73	55,399.31	12/31/21	43,824.32	12/31/21		
Northwest			1,487.64	147,771.50	12/31/21	83,568.15	12/31/21		
Rocky Mountain			18.61	108,891.17	12/31/21	13,354.89	12/31/21		
San Francisco Bay Area			396.68	75,771.39	12/31/21	207,643.98	12/31/21		
South Florida			10,978.61	66,450.69	12/31/21	82,629.75	12/31/21		
Sunshine			28,615.64	113,636.89	12/31/21	140,733.92	12/31/21		
Toronto				28,896.15	12/31/21	15,244.22	12/31/21	39,060.60	12/31/2021
United Kingdom				17,045.74	12/31/21	5,318.78	12/31/21		
Washington DC Metro		46,370.78	129,829.00	195,032.47	12/31/21	175,838.65	12/31/21		
<u>Regional Groups</u>									
Atlantic City			849.76	28,040.35	12/31/21	10,595.16	12/31/21		
Cincinnati			587.21	21,236.59	12/31/21	8,879.41	12/31/21		
Hawaii			1.81	11,926.62	12/31/21	27,267.23	12/31/21		
Mid South			1,861.23	1,000.00	12/31/21	9,199.06	12/31/21		
New England			1,323.53	7,667.63	12/31/21	10,514.97	12/31/21		
North Carolina			1,797.54	10,412.71	12/31/21	12,073.08	12/31/21		
Orange County			1,054.33	1,230.37	12/31/21	62,663.71	12/31/21		
Pittsburgh			525.47	8,177.24	12/31/21	6,422.53	12/31/21		
South Carolina			225.16	2,861.19	12/31/21	4,333.95	12/31/21		
San Diego			1.29			19,382.08	12/31/21		
Vancouver						34,847.03	12/31/21		
Virginia			0.81			12,135.56	12/31/21		

**2021 ACTUAL INCOME/EXPENSE STATEMENT**

	INCOME	EXPENSE
<b>President</b>	-	8,000.00
<b>President Elect</b>	-	-
<b>Past President</b>	-	2,900.00
<b>Executive Adviser</b>	-	5,000.00
<b>Secretary</b>	-	2,900.00
Board Training	-	13,500.00
<b>Vice President Finance</b>	-	2,900.00
Fundraising	-	1,500.00
Travel / Delegate	-	13,000.00
<b>Vice President/Scholarship</b>	-	3,100.00
Scholarship	2,500.00	4,500.00
BrandED	36,000.00	36,320.00
Clifford Tuttle Scholarship	6,000.00	5,910.00
Elite Expositions	10,000.00	10,080.00
Ageless Living	-	-
Green Voice Scholarship	15,000.00	16,660.00
HDAC Scholarship	5,000.00	5,080.00
ICON Scholarship	8,500.00	15,400.00
NEWH Leadership Scholarship	-	160.00
Vendor Scholarship	25,000.00	27,730.00
Women Leaders in Hospitality Scholarship	5,000.00	5,750.00
<b>Vice President/Education</b>	-	3,700.00
Education	-	1,500.00
ED Online	-	1,000.00
Continuing Education	-	1,000.00
Green Voice Education	50,000.00	8,300.00
Brand Programs	-	7,200.00
BrandED Events	126,600.00	90,500.00
POWERtalks	20,000.00	500.00
<b>VP/Development</b>	-	2,200.00
Membership	350,000.00	166,775.00
NEWH Conferences	45,400.00	334,100.00
<b>VP/Communications</b>	-	2,200.00
Social Media	-	1,813.19
<b>VP/EID</b>	-	2,200.00
Diversity	-	2,800.00
<b>Administration</b>	-	987,958.74
Corporate Partner Development	681,500.00	55,085.00
Founders Circle	-	13,000.00
Programming/Virtual	-	800.00
Marketing	165,000.00	196,600.00
NEWH Awards	-	24,315.00
Tradeshows/USA	-	30,250.00
Tradeshows/Regional	655,710.00	682,496.00
NEWH Governing Board Mtg.	-	22,000.00
Publications	-	5,750.00
Website	10,000.00	142,000.00
Reserve Acct.	-	-
Bank/Credit Card	-	10,400.00
	2,217,210.00	2,976,832.93

2022 CORPORATE PARTNERS	level	partner since
<b>Durkan Hospitality</b>	Benefactor	1995
<b>Fabricut Contract/S. Harris</b>	Benefactor	2004
<b>RH Contract</b>	Benefactor	2012
<b>Signature</b>	Benefactor	2005

<b>ULSTER</b>	Benefactor	2003
<b>Bernhardt Hospitality</b>	Patron	2012
<b>Brintons</b>	Patron	2010/2016
<b>Delta Faucet Company</b>	Patron	2014
<b>EMERALD / Hospitality Design – Boutique Design</b>	Patron	2001
<b>Installation Services Group</b>	Patron	2010
<b>KB Contract</b>	Patron	2022
<b>Milliken Floors</b>	Patron	1996
<b>Moen   House of Rohl</b>	Patron	2012
<b>P/Kaufmann Contract</b>	Patron	2011
<b>Valley Forge Fabrics</b>	Patron	2019
<b>American Atelier, Inc.</b>	Supporting	2011
<b>Arteriors Contract</b>	Supporting	2013
<b>Artline Group</b>	Supporting	2018
<b>Ashley Lighting, Inc.</b>	Supporting	2012
<b>Chapman Hospitality Lighting</b>	Supporting	2021
<b>Crypton + Nanotex</b>	Supporting	2014
<b>Down Etc.</b>	Supporting	2019
<b>Encore Hospitality Carpet</b>	Supporting	2019
<b>Fabric Innovations</b>	Supporting	2011
<b>Fil Doux Textiles</b>	Supporting	2021
<b>Kimball Hospitality</b>	Supporting	1994/2016
<b>Lily Jack</b>	Supporting	2011
<b>Mandy Li Collection</b>	Supporting	2011
<b>Mannington Commercial (Masland)</b>	Supporting	2001
<b>Porcelanosa USA</b>	Supporting	2017
<b>Richloom Contract</b>	Supporting	2013
<b>Serta Simmons Hospitality</b>	Supporting	2005
<b>Shaw Hospitality Group</b>	Supporting	1999/2015
<b>Shelby Williams</b>	Supporting	1994/2011
<b>Summer Classics Contract</b>	Supporting	2011
<b>Surya Contract</b>	Supporting	2022
<b>Tarkett</b>	Supporting	2008
<b>TLS Furniture</b>	Supporting	2021
<b>Tropitone Furniture Company</b>	Supporting	2012
<b>W A L T E R S</b>	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.

#### JANUARY 2022

**NO GOALS SUBMITTED – 1/13/2022**

## 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.

JANUARY 2022

**NO GOALS SUBMITTED – 1/13/2022**

**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.

JANUARY 20212

**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 tradeshow 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	2021	total # of awards	Total Given
Arizona	2,250.00	129	137,050.00
Atlanta	25,500.00	179	423,865.00
Atlantic City/Philadelphia	2,500.00	16	54,500.00
Chicago	35,500.00	163	526,573.73
Cincinnati Region	5,000.00	6	15,500.00
Dallas	15,000.00	208	510,200.00
Hawaii Region	-	4	8,000.00
Houston	12,500.00	148	250,625.00
Las Vegas	25,000.00	194	542,604.92
Los Angeles Founding Chapter	19,000.00	383	940,098.00
Mid-South	2,500.00	4	10,500.00
New England Region	2,400.00	45	66,250.00
New York	25,000.00	267	772,500.00
North Carolina Region	7,500.00	6	17,500.00
North Central	10,000.00	54	102,000.00
Northwest	30,000.00	66	254,963.64
Orange County Region (Southern Counties)	5,000.00	73	105,650.00
Pittsburgh Region	2,000.00	7	18,500.00

Rocky Mountain	10,000.00	61	162,200.00
San Diego Region	-	3	3,000.00
San Francisco Bay Area	35,000.00	43	255,000.00
South Carolina	2,500.00	3	7,500.00
South Florida	20,000.00	116	230,450.00
Sunshine	25,000.00	93	303,500.00
Toronto	-	69	CAD 132,513.00
United Kingdom	6,000.00	34	GBP 62,536.88
Vancouver	3,000.00	9	CAD 22,500.00
Virginia	-	8	16,500.00
Washington DC Metropolitan	50,000.00	170	718,300.00
Clifford Tuttle Scholarship	5,000.00	8	40,000.00
Elite Expositions/Cruise Ship Interiors	5,000.00	3	15,000.00
Future Hospitality Leaders Scholarship	-	3	15,000.00
Green Voice Design Competition	15,000.00	10	60,000.00
HDAC Diversity Scholarship	5,000.00	1	5,000.00
NEWH BrandED/Accor	7,500.00	1	7,500.00
NEWH BrandED/Hilton	7,500.00	2	15,000.00
NEWH BrandED/Hyatt	-	-	-
NEWH BrandED/IHG	-	1	7,500.00
NEWH BrandED/Marriott International	-	1	7,500.00
NEWH ICON of Industry	7,500.00	26	127,500.00
NEWH Ken Schindler Memorial Scholarship	-	4	20,000.00
NEWH Leadership Scholarship	15,000.00	4	30,000.00
NEWH Women Leaders in Hospitality Scholarship Award	5,000.00	12	60,000.00
NEWH Sustainable Design Competition/School	-	9	40,000.00
NEWH Sustainable Design Competition/Student	-	17	75,000.00
NEWH Vendor - American Holtzcraft	-	1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	10,000.00	9	90,000.00
NEWH Vendor - Fabricut FR-One	5,000.00	14	56,000.00
NEWH Vendor - P/Kaufmann	10,000.00	4	40,000.00
NEWH Vendor - Séura	-	4	12,000.00
NEWH Vendor - Symmons	-	6	24,000.00
NEWH Vendor - Woodcraft Design Competition	15,000.00	3	15,000.00
<b>TOTALS</b>	<b>\$ 519,762.29</b>	<b>2699</b>	<b>USD \$ 7,369,339.84</b>

## 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

#### 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

## DIRECTOR/EDUCATION

### DALLAS BENTLEY

#### Job Purpose

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

### JANUARY 2022

### GOAL 1 STATEMENT

Develop and implement an integrated marketing plan for EDOonline, 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

## DIRECTOR/BRAND PROGRAMS

### TERI UROVSKY

#### Job Purpose

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

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.

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.

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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

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**CHAIR/CONTINUING EDUCATION**

**BARBARA BRADLEY**

**Job Purpose**

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

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**

- 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.

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- 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**

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**

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## GOAL 2 MAJOR MILESTONES

- After 50+ CEU listings are posted on EDOnline 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

## CHAIR/ED ONLINE

### PENNY SHELTON

#### Job Purpose

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

#### 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

## CHAIR/GREEN VOICE

### RACHEL BERMAN

#### Job Purpose

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

#### JANUARY 2022

**NO GOALS SUBMITTED – 1/13/2022**

## VP/EQUITY, INCLUSION, and DIVERSITY

### LANÉE BURNS

#### Job Purpose

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

#### JANUARY 2022

**NO GOALS SUBMITTED – 1/13/2022**

## DIRECTOR/EQUITY, INCLUSION, and DIVERSITY

### DEADERIA MORRIS-BOWMAN/Director

#### Job Purpose

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

#### JANUARY 2022

**NO GOALS SUBMITTED – 1/13/2022**

## VP/DEVELOPMENT

### MONICA MEADE

## 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 to our advantage to find ways to streamline the submission process, possibly engage their tech department to reduce the hours involved.

## GOAL 2 TIMING

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

## 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.

### Job Purpose

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

### JANUARY 2022

#### GOAL 1 STATEMENT

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

#### 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.

Budget – staying on budget

Delivery – meeting timeline target dates.

#### GOAL 1 TIMING

overall planning began in May 2019 and LC will be Feb 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).

#### GOAL 2 STATEMENT

Collaborate with LC committee to design panels and break outs

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:

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

#### 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 2 MAJOR MILESTONES

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

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

### DIRECTOR/MEMBERSHIP

#### VANESSA VAUGHAN

#### Job Purpose

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

### JANUARY 2022

#### NO GOALS SUBMITTED – 1/13/2022

These numbers have not been updated

### 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 w/o students	2021 non renewals		2021 new members/ past returning		voting members	non-voting	students
						Students are not reflected						
Arizona	110	136	126	144	15%	1	0.8%	3	2.7%	98	28	18
Atlanta	311	489	366	461	18%	0	0.0%	1	0.3%	215	151	95
Chicago	288	370	312	369	8%	0	0.0%	6	2.1%	237	75	57
Dallas	316	409	361	427	14%	1	0.3%	5	1.6%	266	95	66
Houston	122	178	142	185	16%	0	0.0%	2	1.6%	90	52	43
Las Vegas	164	211	176	209	7%	0	0.0%	2	1.2%	128	48	33
Los Angeles Founding	186	230	184	230	-1%	0	0.0%	5	2.7%	161	23	46
Milano	90	90	98	98	9%	0	0.0%	13	14.4%	93	5	0
New York	359	438	384	469	7%	1	0.3%	9	2.5%	289	95	85
North Central	182	316	191	328	5%	0	0.0%	4	2.2%	112	79	137
Northwest	156	201	165	213	6%	0	0.0%	4	2.6%	132	33	48
Paris	20	24	22	26	0%	0	0.0%	3	0.0%	21	1	4

Rocky Mountain	166	217	165	221	-1%	0	0.0%	3	1.8%	128	37	56
San Francisco Bay	159	220	164	224	3%	0	0.0%	6	3.8%	124	40	60
South Florida	199	249	201	253	1%	0	0.0%	3	1.5%	165	36	52
Sunshine	194	261	191	260	-2%	0	0.0%	3	1.5%	158	33	69
Toronto	106	197	110	201	4%	0	0.0%	2	1.9%	89	21	91
United Kingdom	124	135	125	136	1%	1	0.8%	8	6.5%	103	22	11
Washington DC Metro	253	312	269	331	6%	0	0.0%	14	5.5%	220	49	62
Atlantic Canada	1	1	1	1	0%	0	0.0%	0	0.0%	1	0	0
Atlantic City/Philadelphia	99	141	112	138	13%	0	0.0%	5	5.1%	86	26	26
Cincinnati	61	114	88	101	44%	1	1.6%	4	6.6%	47	41	13
Hawaii	4	4	4	4	0%	0	0.0%	0	0.0%	2	2	0
Mid-South	119	200	124	208	4%	0	0.0%	4	3.4%	91	33	84
New England	102	126	104	128	2%	0	0.0%	1	1.0%	79	25	24
North Carolina	81	117	88	124	9%	0	0.0%	7	8.6%	63	25	36
Orange County	80	110	83	118	4%	0	0.0%	4	5.0%	65	18	35
Pittsburgh	35	53	38	58	9%	0	0.0%	0	0.0%	28	10	20
Regional Members	63	65	51	53	-19%	0	0.0%	1	1.6%	33	18	2
San Diego Region	1	1	1	1	0%	0	0.0%	0	0.0%	1	0	0
South Carolina	29	36	30	37	3%	0	0.0%	1	3.4%	23	7	7
Vancouver	78	128	81	131	4%	0	0.0%	2	2.6%	59	22	50
edited 3-Jan-2022	4258	5779	4557	5887	7%	5	0.1%	125	2.7%	3407	1150	1330

#### REGIONAL MEMBERSHIP

Regional Areas	2022	2021	2020	2019	Regional Areas	2022	2021	2020	2019
Arkansas	2	2	2	2	Michigan	1	2	3	4
Asia/Pacific	7	9	4	1	Missouri/St. Louis	13	16	12	8
Germany	2	2	0	0	Oklahoma	4	5	5	6
Idaho	1	1	1	1	Spain	2	2	1	0
India	1	1	0	0	Turkey	1	1	0	0
Indiana	7	8	6	6	Utah	2	3	0	0
Kansas	1	1	0	0	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.

##### JANUARY 2022

**NO GOALS SUBMITTED - 1/13/2022**

#### DIRECTOR/NEWH CONFERENCES

##### ALEXANDRA JONES

###### Job Purpose

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

##### JANUARY 2022

**NO GOALS SUBMITTED - 1/13/2022**

#### VP/COMMUNICATIONS

##### HELEN REED

###### Job Purpose

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

**JANUARY 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.

**JANUARY 2022**

**NO GOALS SUBMITTED – 1/13/2022**

**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.

**JANUARY 2022**

**NO GOALS SUBMITTED – 1/13/2022**

**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.

**JANUARY 2022**

In Europe just as we were starting to feel that some normality was returning to our everyday lives we have been hit with a new variant of the virus and unfortunately the New Year has not started the way we all hoped and anticipated. The focus right now in the UK and Europe is riding the wave of the increase in infections, keeping hospitalizations to a minimum, and ensuring our communities stay safe and healthy and as such the planned activities will mirror the advice of governments. All scheduled exhibitions and trade shows

for January have been postponed including Maison & Objet in Paris, Domotex and Heimtex in Germany, and the January Furniture Fair and Architect @ Work shows planned in the UK. We will be monitoring the situation closely as we have planned events within the chapters organized as well.

Despite this news the membership within the chapters in Europe is holding up. The UK chapter has managed to maintain membership at around 150, and has seen a significant increase in interest, whilst

Milan continues to grow at a rapid rate as they get close to 100 members. Paris is also now able to build upon the initial launch from 2020 as they have hosted some very successful panel events and a fantastic creative initiative called “Netwalking” where the participants walk the city appreciating the architecture and touring new hotel openings.

The increased profile for NEWH has been supported by our collaborations with industry organisations in Europe. The UK chapter partnered with HIX at their inaugural exhibition in November in London, and the photo below highlights the artwork created by Lizzie Mary Cullen over the course of the 2-day show. In addition, the scholarship winners were able to showcase their work on the stand and share with interior designers the concept behind their schemes. The UK chapter also had a presence at the Cruise Ship Interiors Show in December and will be working with them to announce a scholarship award in February, dates of which need to be finalized. In Paris and Milan, the chapters are working with Maison & Objet, Salone de Mobile, and Host Milano 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 20<sup>th</sup> 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 20<sup>th</sup> 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.

#### 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](mailto:cindy@guthrieassociates.com) No goals submitted – 1/13/2022

**EXECUTIVE ADVISOR**

**TRISHA POOLE**

**Job Purpose**

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

JANUARY 2022

**NO GOALS SUBMITTED – 1/13/2022**

**NEWH STAFF**

Jena Seibel/Susan Huntington/Diane Federwitz/Julie Hartmann/Kathy Coughlin/Kate Nesbitt/Hillary Eggebrecht

**2022 BOARDS**

**Mandatory Discipline Training** – Remind ALL voting board directors to participate in the mandatory discipline training calls for their respective position by January 31st. All voting chapter board members were emailed a link to the mandatory training videos. (The links can also be found in the Board Resources on the NEWH website under Board Training.) All voting board members must submit the completed questionnaire to the NEWH office for their participation to be confirmed. Regional steering committee members were also emailed the video training links and we encouraged them to review the training videos. Since some specific calls/positions may not pertain to regional groups directly (treasurer, VPs, fundraising, etc.) and regional groups do not follow the exact same structure or policies as chapters, regional steering committee members were not required to return a completed question sheet. (NOTE: Though many current board members are remaining in their board position for 2022, participation is still required in the mandatory calls.)

**Ensure a Smooth Transition into 2022** – If your board has any changes or new has newly appointed directors or chairs, please be sure to alert the NEWH office as soon as possible so the office can update the database and the new individuals are pulled for conference call invites, important board information, and show upon the website in your board roster.

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

**Chapter Budget** – All budget templates have been emailed out. Your 2022 budget should be reviewed and approved and submitted with your chapter business plan (no later than end of February). Chapters should not be spending any money until there is an approved budget in place. If there is not an approved budget

in place, all expenses must be voted upon until the budget is approved. Remember, it is not up to just a few board members to create your budget, each director should be turning in their budget according to their discipline to the chapter treasurer who then includes in master budget. If there are any questions regarding budget dollars, please reach out to Susan Huntington in the INC office.

**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! Remember, travel expenses for delegates to our next in-person board meetings will not be reimbursed if no report is submitted.

**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 contact directly those members who have recently lapsed or those whose dues are coming up. Remind them to renew online, and also invite them to your upcoming events. People are much more likely to renew after personal contact than from a reminder email from NEWH, Inc.

You also may notice on the January and February Dues Report a decrease in your student members and an increase in your associate members. Student members who graduated in 2021 will receive a courtesy associate membership in 2022. Now’s the time to contact these members to be sure we have their correct contact information!

**New Members/Membership Drives** – many chapters have membership drives at the beginning of the year. If your chapter is having a drive and offering any type of discount for new members (and only new members, discounts are not applied to past/renewing members) – PLEASE be sure to let the NEWH, Inc. office know of any discounts being offered. When setting a

discount, keep in mind that with discounted memberships, as with all memberships, the NEWH, Inc. portion is \$75. If you are collecting applications at your event, be sure these applications are approved in a timely fashion by board and send to NEWH, Inc. to process.

**Attracting New Members / Retaining Members** – Are you planning 2022 events (virtual or in-person) that are inviting and intriguing to members and potential members to attend? Remember - everything revolves around programming. If your programs are content rich, people will want to attend. Not sure what members are looking for? Conduct a member interest survey and ask your members what they would come to and what would make them join (contact Diane at the NEWH, Inc. office to set this up).

**Member Approvals** – New members are anxious to know that they are approved and look forward to being involved so please continue to approve them within 30 days and let Kathy know of the approval, and please welcome them within a few days of approval. 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.

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

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

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

## EVENTS

**Event Calendar** – As soon as you have solid 2022 calendar dates for your events, please be sure contact Diane at the NEWH Office to add to your website calendar. Many individuals from other areas may plan to attend your events and plan their calendar around events they can attend. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your calendar is correct.

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

**Registration for virtual events with a Ticket Cost** will be done on the NEWH website in order to process those payments. Chapters/regional board members will be given a link to the RSVP data so they can email the registered attendees the Zoom link to the event. Remember to show member value as you plan your events – allowing members to participate for free and charging a

nonmember a fee will show value to your members, and hopefully will encourage nonmembers to join.

**Sponsorships** - Companies are reaching out asking about 2022 sponsorship opportunities. Now is the time to get notification of your 2022 events both virtual and in person to potential sponsors so they can request sponsor dollars in their budgets. Even if you don't have dates confirmed but know what kind of events you may be hosting, put a brief event/ calendar/ sponsorship marketing image together and we can send it out to your chapter list.

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

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

## 2022 Regional Tradeshow

- Seattle, WA February 17th, 2022 - part of Leadership Conference
- Dallas, TX March 22, 2022
- Denver, CO June 2, 2022
- Atlanta, GA September 29, 2022
- Orlando, FL October 18, 2022
- South FL October 20, 2022

## 2022 Leadership Conference February 17-19, 2022

Registration and planning is in full swing. Agenda, speakers, hotel block, and Covid-19 King County info can be found at <https://newh.org/2022-leadership-conference/> Let Jena know if you have any questions.

## SCHOLARSHIP

**Students to Leadership Conference:** NEWH Leadership Conference Registration is officially open and NEWH, Inc has approved to use scholarship funds to cover up to 2 student member/scholarship recipients to cover attendance to the NEWH Leadership Conference including: Conference pass \$50 – deeply discounted, 3-night lodging (Feb 17, 18 & 19- double occupancy) at The Westin Seattle and Economy flight (chapter to determine costs). Any student you send should be mentored at the conference by another board member. The conference should be a learning experience for the students you send for their perspective career. Please reach out to Hillary if you have any questions.

**Scholarship awards:** While planning your 2022 scholarship budgets, keep in mind your 2021 fundraisers. If in 2021, you had a successful fundraiser, go back to the typically suggested 50% of your scholarship fund. If in 2021, you did not have a successful fundraiser, stick with the 25% suggestion.

**Scholarship recipient review:** After your chapter has voted on your anticipated scholarship recipients, please send their applications into the Inc office for a brief review to check for eligibility. Keep in mind, if you have any questions about an applicant - do not hesitate to email or call the Inc office and ask.

**Scholarship recipients becoming members:** It is now a standard that all scholarship recipients automatically become student members of your chapter. Headshots will be required from all recipients before their scholarship checks are sent out.

**Engage educators and students:** Chapters can have more than one (1) Student/Educational Professional Representative. Recruit from colleges in your territory to serve on your board to promote NEWH scholarship and membership as well as keep you updated of what's happening within their programs. Now would be a great

time to start engaging with high school students/educators to show them all the hospitality industry has to offer and the scholarship opportunities of NEWH. Invite students/educators to assist in planning a virtual student event/discussion. Hillary in the NEWH office will be sending your school lists to start updating soon.

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

## WEBSITE/SOCIAL MEDIA

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

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

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

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

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

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

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

## FINANCE

### Banking

- Signature card process is underway. Please be on the look out for emails from Susan to get those completed - Thank you! Please get those to INC as soon as possible. Checks cannot be written without updated signature cards on file with the bank.
- PWB Bank statements (for the previous month) are delivered electronically 2-3 business days following the close of the month which are then emailed to the Chapter Boards.

### Payment Apps

- GoPayment: GoPayment App is available to all Chapters and

Regional Groups to allow funds to be taken at the door. Zelle: With Zelle - your people can send money straight from their banking app to NEWH's bank account. There is a \$2 fee per transaction (credit cards not accepted)

- For more information, contact Susan.  
Susan.huntington@newh.org

### Text-to-Give App

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

### QuickBooks Online

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

- Chapter Presidents and Treasurers have access to live financials for your Chapter. Watch for the Intuit invite to come through from Shelia Lohmiller soon!
- 2022 cost is \$75 / annually
- If you have any questions or concerns on how to utilize QB Online, please contact Susan.

### Checks/Deposits

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

### Chapter Financial Reports / Profit and Loss

- Accounting is Cash Basis (Jan - Dec). Meaning revenue and expenses are dated when cash is deposited, and expenses are paid out.
- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled. Please review with your Chapter board.

### Chapter Budgets

- 2022 budgets should be in the works and are due mid-February. Watch for Budget Templates in your inbox.
- Regular monitoring the budget will keep you financially stable. These figures should sync with all event budgets. Finances are the responsibility of the entire board - not just the treasurer.
- The past 2 years, we advised against granting more than ¼ of the Chapter's scholarship accounts. For 2022, if the Chapter's scholarship account looks healthy and 2021 fundraising efforts were successful, the Chapter may return to granting up to 50% of the scholarship account balance.
- Should your budget need amending - the Chapter will need to vote on any changes and let the Inc. office know.

### Chapter Credit Card

- NEWH, Inc. holds a Chapter credit card and should be utilized by Chapters to make deposits, pay invoices, etc. in lieu of using personal accounts. (Request should be made 5 days prior to the date due.)
- There is no fee to the Chapter to utilize the credit card. Please contact Susan.

**Feel free to contact the NEWH office if you have any questions.**

Questions can be directed to:

- President/VPs/Delegates – Shelia Lohmiller or Diane Federwitz
- Treasurer/Finance/Insurance – Susan Huntington or Julie Hartmann
- Secretary – Kathy Coughlin
- Membership – Diane Federwitz or Kathy Coughlin
- Scholarship/Education/EDonline – Hillary Eggebrecht
- Compliance/Raffles/Auctions in your state: Susan Huntington
- Programming/Fundraising – Diane Federwitz;  
Event RSVPs – Julie Hartmann
- Regional Tradeshows/Corporate Partners / Leadership Conference– Jena Seibel or Kate Nesbitt
- Green Voice – Hillary Eggebrecht
- Website/Newsletters – Diane Federwitz
- Marketing/Social Media – Hillary Eggebrecht  
Other questions – just call, we would be glad to help!

## CHAPTER REPORTS

### ARIZONA

Rittner Hufford & Michelle Purcell, delegates

*chartered May 5, 1995*

#### MEMBERSHIP

As a recap for 2021, our chapter gained two new Business Members and increased our membership with three education members, eight general members, and 13 students. A lot of our members have returned with our recent Fundraising event.

#### PROGRAMMING

Our annual Supper Club will be taking place at the end of January and features a Women owned local restaurant, Chantico Mexican Restaurant. It's a modern Mexican restaurant with a broad, regionally inflected menu with a sleek indoor-outdoor dining experience and patio atrium. We are working with the Chef, Owner, and GM to provide a curated three course meal that showcases the incredible abundance and diversity of ingredients found throughout Mexico. This programming event allows a limited number of NEWH members the ability to dine with their closest industry partners in an exquisite space, learn about what inspired the interior and how the menu influenced the design of the restaurant, and share with our members what this restaurant group offers to our community.

#### SCHOLARSHIP

Arizona Chapter awarded two scholarships in the amount of \$1,125.00 to Vanessa Alcazar from Northern Arizona University majoring in Hotel & Restaurant Management and in the same amount to Savannah Cabezuela from New Mexico State University majoring in Hotel, Restaurant, and Tourism Management with a minor in Marketing. We hope to award more than \$2,250.00 in 2022 with all of the support from sponsors at our NEWHonsors Fundraising event in Dec. 2021.

#### FUNDRAISING

We plan to host a Scholarship Walk around Tempe Town Lake in the spring to increase our scholarship funds! It was a huge success in 2021 with an plenty of new and existing member in attendance and brought in \$500. We are hoping to exceed this

amount in 2022.

NEWHonsors was a huge success in Dec. 2021: It was a profitable fundraiser, we gained new members with our Award Show component, received additional funding with the addition of a Vendor Showcase, awarding TopID 2022 winners, and the attendance of MANY members.

We also started our committee for our annual Wine & Dine Under the Stars event that involves multiple culinary schools competing to win a \$1,500 prize by creating an original bite-sized appetizer to be paired with a complementing wine. This event will be held in the spring (before it gets too hot in Arizona!) so keep a look out on opportunities to participate.

#### OTHER CHAPTER HIGHLIGHTS

We continue to make great progress in developing consistent social media posts and working toward enhanced membership engagement. Since the last IBOD meeting, we've highlighted scholarship winners from 2020 and 2021 and informed our members of upcoming events provided by other organizations that feature NEWH Members. We are also starting 2022 with a full board!

#### CHAPTER/REGION GOAL

In 2022, we have our strategic planning and training with Trudy scheduled early for our full board. We will be looking at increasing membership, sponsorship packages for each year, and increasing scholarship awards.

#### REPORT BACK TO CHAPTER/REGION

Yes, feedback is well received, and it is appreciated how much NEWH Inc supports all the chapters. Thank you!

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

Nothing at this time. We look forward to connecting with NEWH Inc, Trudy, and other chapters/ regions at upcoming scheduled trainings, meetings, and conferences

### ATLANTA

Dallas Bentley & Todd Fuller, delegates

*chartered May 5, 1995*

#### MEMBERSHIP

Our membership is good. We have certainly lost members due to covid and hopefully this will change in 2022.

We are already planning a membership drive for 2022 and frankly if we can just begin to have people attend events in person that will do wonders for membership. Zoom has held us together, but we need in-person events.

#### PROGRAMMING

Holly Johnson is our programming director and has coordinated all of our CEU's and attendance has been excellent.

We are currently discussing continuing the CEU's for 2022. We have not had in-person programming events this year but hope to in 2022. We have several ideas as well as working with the Cookbook Chair Connie Land to include restaurants as both programming events as well as features for our cookbook.

Our virtual hotel tours have also been a success and well attended. This gave us an opportunity to feature our Top ID winners and show off their great work!

#### SCHOLARSHIP

Megan Markham is our scholarship director. We awarded 4 scholarships and 1 IHG Kevin Woodard Scholarship. We are working with IHG and hope to create an IHG winner as a continuing event. We would like IHG's involvement with our local chapter and scholarship is one way we can do it! We have ideas and planning to pursue at the first of the year.

#### FUNDRAISING

Nicole Lijana is our fundraising director. Nicole and her committee planned a very successful Golf Tournament given all the crazy restrictions. Our attendance was outstanding, and everyone had a great time. We are currently looking to move our golf tournament to the spring of 2022 given that we will host a trade show in September of 2022.

Our Gala was Dec 8th and a huge success. All seats were sold out and everyone had a great time. We also had a great response to our Toys for Tots campaign.

We had 8 Top ID's and all tables sold. The 3 winners were surprised!

#### OTHER CHAPTER HIGHLIGHTS

We have had tremendous excitement from both our board and general members. Given the circumstances of the year everyone is positive and making plans for 2022.

We also had a Community Service event in September where members walked the Atlanta Belt line and picked up trash. This gave members an opportunity for fun outdoors and helping the local community.

Our EID director, Deaderia Morris-Bowman is currently working on a joint event with IHG and will include the NEWH student members, HBCU students, faculty, and others. The goal will be a panel if IHG professionals sharing their personal journey in the Hospitality industry. The goal is to inspire students to pursue a career in the Hospitality industry.

### CHAPTER/REGION GOAL

We are still standing and strong! One of our goals has been to give each board member the information for their specific role and to grow that area. In the past we have perhaps not had all positions filled and a few folks had to do many tasks, so our positions had become a little intertwined. We made progress this year and have a professional and excited board to grow their specific tasks and a better organized chapter. We want to continue this and think this will help our chapter grow. As Trudy would say we needed to get out of the status quo, reinvent and move forward. We have reinvented and are on to another growth stage.

### REPORT BACK TO CHAPTER/REGION

Yes! Dallas, Todd, and I have participated in the IBOD virtual meetings this year. We also attended the BDNY in person meetings. We have worked together as a team and presented the information from the general meetings as well as the

breakout sessions each of us attended.

I think understanding what IBOD is and being able to communicate the information, structure and the networking back to our chapter has given members an understanding of the "big picture". It certainly has given me a better understanding of the big picture and I think, in our chapter, this has been missing. So again, this will be a goal for next year as well. We want our board to see how everyone works together to grow and change as needed on all levels.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

I do hear that not all our members receive emails of save the date and the actual events. I have also had that happen to me, so I know it occurs. Not sure why. I do go to the website for events and to register but most of our members do not think to do that as it is not always on their mind. I'm not sure if there is something on our end we need to do or if this is and INC issue?

We are currently planning events and we have a busy calendar in the works for 2022! It should be exciting.

Other than that, we appreciate you all!! You all have great patience with us and believe me we appreciate it. We are all volunteers, always crazy busy and we are thankful to have the support from INC!

**Staff note: Please let Diane know if you know of any individuals who are not receiving emails – she can track the individual email address to be sure it has not bounced or been unsubscribed from your list. Many times, company servers change their filter settings which could mean the emails are blocked before ever hitting the person's inbox – in which case they would need to contact their tech department or internet service provider to be sure any email from @newh.org is marked as an approved sender.**

## ATLANTIC CITY/ PHILADELPHIA REGION

Erica Harmelin, steering committee chair

September 9, 2008

### MEMBERSHIP

We were pleased with our increase in membership especially during Covid. Our December 2020 membership was 100 and as of December 2021 we have increased to 140 members! We feel our programming, in-person outdoor/indoor events from June – October really helped as people were looking to connect again. Our goal is 200 members for 2022!

### PROGRAMMING

- We held 4 summer sips in person events from June – August which were our "re-launch" into in person. We tried to keep costs down to people and fun up so we could re-engage interest and make events not-to-miss
- We had an exceptional Hotel Tour/Speaker/Networking event at the newly opened W Hotel in Philadelphia. We had a fantastic turnout (I believe close to 100) and it was such a fun night. I am still hearing positive comments about it and our team
- Our 2022 programming outlook (which we will finalize at our next Board Meeting 1/13/22) looks like this so far:
  - o January – Bowling Social / Scholarship Acknowledgement
  - o February – Casual Meetup Winter
  - o March – Casual Meetup Winter
  - o April – Fundraiser Event (discussing a culinary competition)
  - o May – Summer Sip
  - o June – Summer Sip
  - o July – Summer Sip
  - o August – Summer Sip
  - o September – Hotel or MultiFamily Tour/Speaker

- o October – Fall Meetup Casual
- o November – Fall Meetup Casual
- o December – Holiday Event

### SCHOLARSHIP

We awarded a \$2500 scholarship to a really outstanding 3rd year student in the 5-year Hospitality Management Program at Drexel University. Her name is Grace Schuler. She blew us away! We are interviewing her now for social media highlights and holding an event

### FUNDRAISING

- We are down compared to 2020 yearly sponsors and so far, have only secured \$1000. Our goal was closer to \$12,000 so we are still having reach outs and a big push.
- We have been very successful with "event sponsors" to actually hold the events
- This year will be our first year planning a formal fundraising event which we are still in the preliminary stages of doing so.

### OTHER CHAPTER HIGHLIGHTS

- As Steering Chair representing our Region, attended a Milan NEWH event while at the HOST show in Milan Italy. We had a DC Steering Chair, NYC Member, and the Milan team all at the event. It was great to see the enthusiasm Milan team has and to connect internationally.
- While we had many departures on our Board during Covid, we have such a strong team now. We are 14 and may add one additional student rep before January to start the year out with 15. Everyone has been positive, team oriented, goal oriented and a pleasure to be part of.

## CHAPTER/REGION GOAL

- Membership growth to 200
- We started to have sponsors donate a membership and used this as a giveaway at our events. Guests loved it, kept coming back to events and brought their friends.
- Our events were popular last year, and we got good buzz, so we are hoping to keep the momentum going
- We are successful with student members

## REPORT BACK TO CHAPTER/REGION

Yes. Some of the suggestions I brought back after BDNY we had

been already incorporating so it was positive reinforcement are ideas had been working.

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

Fundraising Programming Event. I was given a name of a DC Chapter person to help us. We have not had a chance to do a full blown out fundraising event and we would like to this year. We are discussing right now a Top Chef type event where local culinary students compete and Philly celebrity chefs judge. Guests taste food / network. We need to do more work on this. It seems golf and formal events in other Chapters are successful and attract many.

## CHICAGO

Ashley Cova & Jenelle Francois, delegates

*chartered August 12, 1991*

### MEMBERSHIP

This Fall, our chapter had several great opportunities to meet with our members in person. Most significantly, we had over 200 members attend our annual Kingpin event. In addition, several board members visited the Judson University Interior Design club in October to speak with students about the variety of benefits of being a member of NEWH both as a student and as a working professional.

forward to an opportunity to mentor these students.

Moving into 2022 my role on the board will change to Membership director. I look forward to passing along what I've learned in this position and feel my experience as the Scholarship director will serve me well in the new position.

### PROGRAMMING

The virtual Hennepin Made studio tour on October 14th went great. There was excellent turnout of about 35 people who were all super engaged and asking great questions. We will begin to plan a hotel tour at Nobu Chicago in Fulton Market at the start of the New Year. We are currently aiming for this event to happen at the end of Winter or start of Spring, 2022. We have scheduled some CEU events with different mfg.'s and vendors. Our goal is to improve turnout of these events in the new year. The next virtual CEU will be held on January 12th with Kimball Hospitality.

### FUNDRAISING

Our last fundraising event of the year, Kingpin, was held on November 4th at Diversey River Bowl and over 270 tickets were sold. Our first event of 2022, Masquerade, is being planned for March 3rd and we expect approx. 150 attendees.

### OTHER CHAPTER HIGHLIGHTS

Looking forward to our board training on 1/22/22.

### CHAPTER/REGION GOAL

As a Chapter we talked about volunteering and how we have such a large network of people that we could really make a difference. We put that into action with our card drive. It was a great success so we are brainstorming at our Board training and first meeting of the year for more initiatives we can put into place for 2022.

### SCHOLARSHIP

After awarding the 2021 scholarships for our chapter we were reached out to the students to encourage them to participate in postings on our Instagram page. They all provided profiles of themselves and follow us regularly.

### 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.

I plan to attend the upcoming Leadership Conference in Seattle and have asked the board if we can also send two of the 2021 recipients. We hope at least one student will attend. I look

## CINCINNATI REGION

Kyler Burroughs, steering chair

**NO REPORT SUBMITTED – 1/13/2022**

## DALLAS

April Geter & Roger Mathis, delegates

*chartered August 12, 1991*

**NO REPORT SUBMITTED – 1/13/2022**

## HOUSTON

Melissa Davis & Francesca Sosa-Alkhoury, delegates

*chartered February 17, 1992*

### MEMBERSHIP

We currently have 180 members. It is our goal every year to increase membership. This coming year (2022) we seek to offer a larger variety of events and participation events to drive excitement to increase involvement and membership. We

- Feb 17th- Call for Volunteers- The Dumpling Dudes tutorial at Thorntree
- March- Houston Ballet fund raiser
- April- Hotel Tour fund raiser- Post HTX tour and mingle
- May- Women's Empowering Event Social Networking Happy Hour possibly at Women owned restaurant /bar
- June- Membership Drive

### PROGRAMMING

Some 2022 event dates are TBD at this time:  
For 2022:

- July- Heights House Hotel Restaurant Tour fund raiser
- August- Trunk Show fund raiser and EID event, sponsors and space donation, possibly food trucks and food bank donation request from members
- September- Student Day
- October- Trunk Show Fundraiser Event
- November- Toy Drive- will have three or four drop off locations
- December – Main Fund Raising Event

- October- Trunk Show Fundraiser Event- sponsors to provide food and beverages
- December – Main Fund Raising Event

### SCHOLARSHIP

We received 19 applicants for scholarships and will award 6 scholarships this year. We increased our number of applicants by reaching out to schools directly, promoting through our NEWH website, LinkedIn and other social media platforms. We will work to expand our contact list at schools and through social media.

### FUNDRAISING

- March- Houston Ballet fund raiser with tour of the Houston Ballet center and mingle with sponsors for food post tour  
Tour to begin at 6 pm, mingle starting at 7 pm
- April- Hotel Tour fund raiser- Post HTX tour and mingle with sponsors for food and drinks for post tour
- July- Heights House Hotel Restaurant Tour fund raiser- Sponsors for food post tour

### OTHER CHAPTER HIGHLIGHTS

For EID we are discussing and outdoor festival with food trucks, a who's who submission contest for women's empowering such as a woman owned business i.e. hotel, restaurant, design firm, bar

### CHAPTER/REGION GOAL

Our goal is to generate more community involvement in our fundraising and increasing member numbers through more diverse offerings and more participation events.

We want to think outside the box on raising funds directly for scholarships. We plan to develop strategic relationships with businesses directly impacted by up-and-coming students studying hospitality, design and restaurant industries by encouraging more direct donations. We also want to create a new level of excitement for our events such as the Houston Ballet, interactive events such as the event on how to make dumplings.

### REPORT BACK TO CHAPTER/REGION

Yes, we do report back, and the feedback is always positive. The IBOD meetings provide fresh ideas that we can utilize in our chapter to further increase our scholarship funds and increase our membership while providing a valuable resource for students.

## LAS VEGAS

Edgar Gutierrez & Wanda Luna, delegates

*chartered March 26, 1991*

**NO REPORT SUBMITTED – 1/13/2022**

## LOS ANGELES

Natasha Ashar & Valerie Schub Hogan, delegates

*founded October 1984*

### MEMBERSHIP

We are currently at a total of 229 members. This includes 104 general members, 12 education professionals, 44 student members, 25 corporate members, 36 chapter level business members, and 1 brand level member.

- October: EDUCATION Looking to have a factory tour,
- November: PROGRAMMING Looking to have a Happy Hour.
- December: FUNDRAISING We will be hosting our Annual Event.

### PROGRAMMING

We have a solid plan for providing more events that are education driven and inclusive of our student members.

- January: PROGRAMMING We had planned a Happy Hour w/ guest from the original NEWH board to speak about the history of NEWH. This has been postponed due to the current COVID surge. We are looking to replace it with a CEU.
- February: EDUCATION We have a visual blown glass tour with HennepinMade scheduled.
- March: SCHOLARSHIP We will be holding our annual TopID/Scholarship Brunch to honor our students and TopID winners. We also have a virtual CEU scheduled.
- April: PROGRAMMING We are in the process of putting together a panel discussion that includes representatives from ownership, purchasing, design, and products.
- May: EDUCATION Hotel tour scheduled at the Shay Hotel, with a tour and discussion with the designers.
- June: MEMBERSHIP We will have our annual Membership Bowling event.
- July: PROGRAMMING We will be hosting a Trunk Show and a CEU.
- August: EDUCATION Hotel tour scheduled at the Pendry Hotel, with a tour and discussion with the designers.
- September: FUNDRAISING Drag Queen Bingo Event

### SCHOLARSHIP

Our scholarships will be opening in early January, with a deadline toward the end of February. We are currently getting the word spread at our local schools. We will be presenting the scholarships at the end of March at our Scholarship Brunch.

### FUNDRAISING

We are working to add a fundraising component to each of our 4 big events; TopID/Scholarship Brunch, Membership Bowling Event, Drag Queen Bingo, and the Annual Event.

### OTHER CHAPTER HIGHLIGHTS

We had a very successful Annual Event at the Proper Hotel DTLA in December. It was sold out, with a waiting list and had a solid mix of vendors and designers represented.

We have a very solid board moving into 2022, with over 20 active members.

### CHAPTER/REGION GOAL

Our goal this year is to spend more time and energy fundraising. During the last two years, we have offered a lot of free events and have not been replacing our scholarship funds as well as we would like.

### REPORT BACK TO CHAPTER/REGION

Yes. No specific feedback.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Fundraising

## MID-SOUTH REGION

Crystal McCain, steering committee chair

chartered July 23, 1991

### MEMBERSHIP

Membership in Nashville is growing. It started with design firms and now vendors are seeing the value and signing up as well. I expect to see Nashville membership to continue to grow in 2022 with the return of in-person events.

### PROGRAMMING

In December, we hosted mirroring Holiday Social Events in Memphis and Nashville. TopID awards were presented. Attendance was good – approx. 30 people at each event. Both events had a mix of designers and vendors, but slightly heavier on the vendor side. I think this was partially due to the time of year / end of year deadlines for design firms, etc.

### SCHOLARSHIP

We had the honor of presenting Leah Campbell of Mississippi College with a \$2500 scholarship this year. We met in person to present her with the certificate. We were able to get photos and videos that we will share with NEWH Inc for upcoming scholarship marketing purposes.

### FUNDRAISING – N/A

### CHAPTER/REGION GOAL

Our goal was to educate the community with who/what NEWH is. I saw this goal accomplished with the growth in membership at college campuses. The student-focused event in September helped introduce NEWH to students and faculty members. We had students attend the Holiday Social in Nashville and some are planning to attend the Leadership Conference too!

## MILANO

Enrico Cleva, chapter president

### MEMBERSHIP

We had the goal of having 100 members by the end of the year and we have been very close. Our goal now is to implement the participation of hotels and hospitality businesses in the chapter to balance with designers, reps and manufacturers. We are working on a lodging program fit to be attractive for hotel groups, independent owners and any other hospitality structure.

### PROGRAMMING

The 2021 has been a very particular year due to the pandemic situation which affected the organization of events.

Nevertheless, we organized some important events which helped our growth and our networking and were very successful.

Here below a short report of events organized during 2021 by our Milan Chapter.

24.6.21 – 1st anniversary event by 21WOL Way of Living, a new hospitality structure which opened in Milano

4 to 10.9.21 Out&about: networking event organized during the Milano Design Week

22.10.21 event organized at new Hotel Radisson in Milano with the presence of Arch Marco Piva and further visit to the hotel

25.11.21 TOP ID event: 3 new architects awarded with the prestigious prize

Cersaie in Bologna 27.9 1.10.21: NEWH desk

Hospitality Day in Rimini 12.10.21: NEWH desk

Guest Lab in Milano 23.9.21: NEWH desk

For 2022 we are programming following events:

- Networking event during Salone del Mobile (Tuesday 5 to Sunday 10 April) to be organized on Wednesday, Thursday, or Friday
- Top ID event to be held in November
- Two networking events to be organized in two new hospitality structures to present
- Second anniversary event in June 2022

D&Es:

Guest lab event in Milano in May: NEWH desk

Cersaie event in Bologna in September: NEWH desk

Hospitality day in Rimini in October: NEWH desk

### SCHOLARSHIP

A MOU – memorandum of understanding – has been signed

between NEWH\_Milano Chapter and POLI.design, s.c.r.l. of the Politecnico di Milano a leading company in design training for post-graduate students. Among the various possible actions to be taken, the assignment of scholarships to courses in which hospitality and hotel design are central areas of interest. The course "Hotel and Wellness Design Solutions" (scientific director Francesco Scullica) has been identified as one of the most specific in the sector. The course is currently in the planning phase as it was not possible to implement the edition planned in September for reasons related to the re-scheduling of activities also in relation to the pandemic.

Always in relation to POLI.design and to the relations with the Milan chapter, NEWH gave its patronage to a series of "design talks", focused on the theme of hospitality and hotel design, which were held at HOST – Fiera Milano, from October 22 to 26, and which involved speakers from the world of design, hotel chains, contract, and in general consultants and experts.

Fundraising for the scholarships was also carried out by NEWH through the presence at the three events reserved for members and guests last June, October and November.

There are also ongoing relationships to establish forms of collaboration with other universities, including Bocconi University in Milan and Federico II University in Naples, with reference to the hotel and hospitality management sector.

### FUNDRAISING

We had a good fundraising success at our TopID event in November. We are planning the agenda for 2022 to be able to offer sponsorships at the beginning of the year, with all the program.

### OTHER CHAPTER HIGHLIGHTS

We have been very close to our target of having 100 members by the end of the year without actually making it, as we are 95 members at the moment. We lost two chairs in this month, and we are refreshing the Board offering four new Chair positions: hospitality, database, social media, lodging program to work specify on those topics.

### CHAPTER/REGION GOAL

Breaking the line of 100 members, would be our very first goal, alongside creating a consistent events program throughout the year, with events every 2 months and a coherent offer for sponsorships. We want also to balance the membership including more hospitality structures through the lodging

## NEW ENGLAND REGION

Gary Cardono, steering committee chair

*(originally chartered November 4, 1992)*

### MEMBERSHIP

Our goal for 2022 is to increase membership throughout the region represented by our chapter, to grow enough to reach "Chapter" status for NEWH. We hope to achieve this goal through several initiatives:

- A follow-up policy to be established, reaching out to all past due members highlighting the benefits of membership and creating a sense of community to retain our existing members.
- Outreach to the large number of colleges and universities in our Region that foster the new generation of hospitality community members – not just design schools, but hospitality management, etc. We will do this through outreach to Career Centers, Hospitality programs, and through facetime at organization events on campus / virtual.
- Growing membership benefits, including networking, event discounts, and other "perks" – sharing with the community the importance of being a member, not just attending events.
- Offer a "Welcome Box" to new members, which would include tokens of appreciation (gift cards to local cafes / Dunkin Donuts, fact sheets about NEWH New England, and sponsored giveaways with marketing card highlighting sponsor).
- Creating a focus on attracting a diverse membership base by reaching out / collaborating with hotel GMs, restaurateurs, etc.

### PROGRAMMING

Due to the pandemic, we have lacked a lot of programming elements due to the constantly changing environment in our region. In 2022, we hope to organize and implement several events throughout the year – both in person and virtually (so that people with different comfort levels can be involved). We are going to work on having safe, unique events in variety of areas our region, to ensure different states / communities within our region feel represented and included. These event ideas include our annual Spring Boston Harbor Cruise, regional happy hours, a hotel / brewery tour, team sport / pickleball event, a golf tournament, product showcase / trade show, and gala celebration.

We hope to host events both for fundraising purposes, and also to enrich our sense of community with members – including free "meet-up" events, virtual competitions (tied to potential fundraising opportunities), and a mentor / mentee campaign between members and student members.

### SCHOLARSHIP

Along with the lack of programming from the past two years, we have not been able to meet our fundraising goals. While we were able to award smaller scholarships to a few students over the past two years, we want to do more. This year, we feel that we have a great opportunity to grow our scholarship funds by a large amount. Our goal is to give a number of larger scholarships by the end of the year / next year, that will impact students in our region even more than in previous years.

We also hope to showcase the direct impact that donations (through event fees or donation drives) make to our scholarship recipients – marketing campaigns highlighting previous winners through profiles on social media, testimonials from previous recipients, and engaging our community with educational initiatives and collaboration between student members and full members, to show how membership benefits students and

professionals alike.

### FUNDRAISING

We have a very aggressive goal of raising \$50K for scholarships through events and fundraising campaigns and are devising a strategic plan to obtain this goal, which will be the biggest this chapter has ever raised. This plan is to be discussed at our first monthly board meeting on January 4th, so that we hit the ground running at the start of the year.

Some events that we will be discussing on our Jan 4th Board Meeting, and their potential earnings, are listed below.

- Wine Down Wednesdays – Mixers for New Members, Bring a new potential member, etc.
- Spring Boston Harbor Cruise – \$10,000 – not cost – profit.
- Sort out a new hotel or restaurant – Theme night – Have a silent action. \$2000
- Volleyball or some sort of sport event with teams – \$1500
- Annual Golf Tournament -144 players, sponsors, lunch and dinner, prizes, etc. \$20,000
- Casino Night at the Wynn in Boston. – \$10,000
- Bowling Event or Pickle Ball, Cornhole night. – \$2000
- Trade Show – Indoor or Outdoor – \$10,000
- End of the Year Gala. – \$10,000

These are just some ideas we are considering, along with other fundraising initiatives not tied to events, such as custom NEWH New England tote bags, designed by members of our community.

### OTHER CHAPTER HIGHLIGHTS

We are excited to transition to a new year, with three new members interested in joining our board. This works out well because we have three open board positions that will now be filled – each area of focus on our board will now have a dedicated person.

We feel the fresh perspectives that these new board members will bring to the team, along with a new level of organization and a strong goal-driven outlook, will really help rebuild our region post-pandemic and strengthen our NEWH New England community.

### CHAPTER/REGION GOAL

We have set a goal of \$50K in scholarship funds for 2022. By establishing our monthly meetings for the year in advance, we are setting up an organized strategy to plan a lot of great events through cohesive marketing, scheduling, networking, and outreach, growing our scholarship fund beyond what we've been able to establish previously.

Our theme for 2022 is communication and organization, while ensuring the process is FUN. We need to reinvent why NEWH New England is worth being part of with members and non-members, making it a fun and positive organization to be part of, by bringing people together in the hospitality industry!

We have a very specific set of goals that each of our board members will have ownership over and be a part of – clearly outlining what our collective objectives are and executing them with great success as a team. For the first time, we will have several major events throughout the year that we hope will be big scholarship fund producers – a golf tournament, product showcase, and gala (to name a few).

## REPORT BACK TO CHAPTER/REGION

We are just having our first 2022 meeting January 4th and we will get some feedback.

## OUR CHAPTER/REGION WOULD LIKE HELP WITH

We would like to have help updating / refreshing our local regional website, updating photos and bios of our board members (and including our new team members), refreshing our upcoming / past events section, and implementing a monthly newsletter for our region (to be created by our marketing team).

We would also love to continue having the support of Diane,

Julie, Susan, and the rest of the INC team in creating and implementing new event / outreach / fundraising strategies for our region, such as the text-to-donate program, and monthly emails to members. Their knowledge and support have been so appreciated over the past year and we look forward to working with them in 2022 to make our events and fundraising initiatives the best they can be!

**Staff note: Great to hear! Email Diane with any website updates you'd like to make, as well as pictures to post! Any board member bios and/or member pictures, please email to [newh.membership@newh.org](mailto:newh.membership@newh.org)**

## NEW YORK

Laura Carter & Levar Jackson delegates

*chartered July 23, 1991*

### MEMBERSHIP

Launched "Give the gift of Membership" for December to encourage new member sign ups.

### 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

The committee awarded two scholarships this year and presented their awards at the Fundraising event.

### FUNDRAISING

We enjoyed a well-attended Product Runway despite COVID restrictions. To keep the impact light on design teams the theme was "Behind the Design", featuring sketches instead of full outfits, showcased in the terrace windows along with the vendor's product included in the sketch. We look forward to producing two in-person events Owner's Roundtable (timing TBD, scheduled around NYU Conference and HD Awards) and Product Runway

(Sunday of BDNY). If interested in sponsorship opportunities, please email: [fundraising.newhny@gmail.com](mailto:fundraising.newhny@gmail.com)

### OTHER CHAPTER HIGHLIGHTS

Virtual CEU program giving educational opportunities twice a month.

### CHAPTER/REGION GOAL

Our virtual Strategic planning session in February 2021 highlighted two areas of focus for our chapter this year – Membership and Events (programming and fundraising). In both instances we're spending more time and attention and building committees to support these initiatives.

### REPORT BACK TO 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: Please be sure your board members complete the mandatory training for their positions which may answer many questions they have. If you'd like any new board members to have an individual call with us let us know!**

## NORTH CAROLINA REGION

Dee Testa, steering committee chair

**NO REPORT SUBMITTED – 1/13/2022**

## NORTH CENTRAL

Kim Faith & Taylor Hoesley, delegates

*chartered December 11, 2000*

### VICE PRESIDENT DEVELOPMENT – Christina Fluegel

#### Individuals I report to:

- NEWH North Central President Taylor Hoesley, Past President Valentina Castellon
- NEWH Inc. Directors and staff

#### Individuals that report to me:

- Kim Faith (Membership) Kailin Hurinenko (Marketing) Monica Coleman (Fundraising) Lisa Cochran (Programming)

#### Position Goals

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

#### Other Report Items

- Our tour/network event in November was well attended and was the one of the first chances we were able to get together to do such an event this year.

- Worked with marketing, fundraising and programming to help make our fundraising event a success.
- Our first annual fundraising event was a huge success. We have so many people take an interest that we adjusted our space layout to accommodate more people which in turn brought in more money for our scholarship fund. I heard from multiple people what an amazing event it was. This will become our annual signature event moving forward.
- We have come up with our calendar of events for next year and have solidified a fundraising menu to put out for them.

### PROGRAMMING – Lisa Cochran

#### Individuals I report to:

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

#### Position Goals

- All Programming and Events will be remote due to the Coronavirus Pandemic until further notice.
- Develop each month's event at least two months in advance to coordinate marketing and general event key points. Key focus in the first 6 months will be on Virtual Events.
- Work to include Top ID firms within programs – Virtual Tours, Chapter Chats, etc.
- Develop each event's tasks, timelines and potential sponsors for the year
- Enlist programming committee members as needed for each event
- Develop a Programming package throughout 2021 to help transition change in directors for 2022 and into the future.
- Find and review documents in the Drop Box/Google for ease of access by all board members. Update and develop any missing.
- Assist all board members in event planning as needed; to be a resource for all events.
- Assist with the coordination and development of event marketing as needed to ensure timely delivery of sponsorship attainment and event marketing.

#### Q4 2021 Review

- Oct – Masquerade Ball – rescheduled for Dec and combined with Holiday event due to COVID concerns
- Dec – Masquerade Ball Fundraiser – held at The Landmark Center. Approx. 90 people in attendance. Top ID awards and Scholarships awarded. Total funds raised = \$13,500

#### **MEMBERSHIP – Kim Faith**

##### Your Role

- Maintain memberships, increase visibility to potential membership, and promote NEWH, Inc.
- Individuals I report to
- Christina Fluegel, VP of Development & Taylor Hoesley, President
- NEWH Inc. Directors and staff

##### Goals

- To Maintain current membership through the current crisis we all face.
- Plan a membership event for May 2021. Planning to be done by new Membership Director
- 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

- A membership event is scheduled for May of 2022. Planning will begin after the first of the year when the new Membership Director takes over.

##### Current Membership Totals:

- Associate: 66, Business Plus Member: 1, Chapter Business Courtesy Member: 20, Chapter Business Member 14, Chapter Level Business 7, Chapter Level Business- Top Tier; 1, Corporate Partner Courtesy Member: 6, Education Professional: 18, General: 49, Student: 136.
- Grand Total: 318, (this is an increase of 11 members since October 2021)

#### **FUNDRAISING – Monica Coleman**

##### Your Role

- Individuals I report to: Christy Fluegel (VP Development),
- Individuals that report to me: none

##### Position Goals

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

##### Other Report Items

- Wrapping up the end of year event.
- Need to connect with Julie H. on final attendance list
- Collect funds from sponsors who haven't paid

#### **TREASURER- Shelly Rosett**

##### Individuals I report to:

- NEWH Inc. Board
- VP of Admin – n/a

##### Position Goals:

- Ensure chapter is following established NEWH, Inc. policies/structure/financial status.
- Be aware of chapter financial status throughout the year.
- Provide the President and Directors an account of all the transactions and the financial condition of the chapter at each monthly meeting, to include the status of sponsorship payments.
- Assist in clarifying who has paid their sponsorships and who is still outstanding.
- Coordinate contract signing and payments as needed for events.
- Help at events.
- Attend Treasurer training as mandated.

##### Assist in other Board initiatives:

Q1-2021 - Part of event planning subcommittee to keep chapter members engaged, wine tasting virtual event held. Gathered event info and submitted Activity Report for event on committee's behalf.

Q2-2021 - Planned in-person event for May, assisting in planning of in-person summer fair for June.

Q3-Q4 – Participated as able, began transition of Treasurer role to incoming Treasurer.

##### Budget and Financial Responsibilities:

Make sure our chapter stays within 2021 budget.

## **NORTHWEST**

Kathryn Clark, delegate

*chartered March 23, 1995*

**NO REPORT SUBMITTED – 1/13/2022**

## **ORANGE COUNTY REGION**

Jennifer Dorr, steering committee chair

*September 9, 2008*

**NO REPORT SUBMITTED – 1/13/2022**

## PARIS

Gwendoline Theodet, chapter president

### MEMBERSHIP

Gradually growing the number of members including 2 additional operators. Our chapter has a very interesting mix of profiles. Each board member aims to solicitate his/her own network to grow the members.

A partnership is considered with Maison&Objet and another one is in place with Equip'Hotel to raise brand awareness of NEWH in France and help grow the members.

### PROGRAMMING

We have a very dynamic programming team in place and have a program in place for 2022 with a minimum of 1 networking event each month on top of our monthly "netwalking" rendez-vous. We have visits of hotels and art gallery planned and are considering partnering with IMHI Alumni to organise a series of live panel discussion on "Hotel Opening" from valuation / acquisition to construction and operational opening.

### SCHOLARSHIP

We are actively discussing with "Les Compagnons du Devoirs"

who trains artisans and craftsmen on very specific crafts and savoir faire to support our French artisans. We are planning to sponsor "tools starting kits".

### FUNDRAISING

Our first priority is to grow our members before we can look for sponsors for our events.

### OTHER CHAPTER HIGHLIGHTS

strong partnership with Equip'Hotel that gave us a good visibility on the 4 panel discussions "How to create an hotel brand with a strong DNA" that went live on their platform. They are considering offering us a booth on their next fair – we need to discuss with the other European Chapter to consider an European presence.

We launched our monthly netwalking with great return.

### CHAPTER/REGION GOAL

We want to grow the chapter and continue supporting french savoir faire. Each board member will solicitate his own network to help grow the members.

## PITTSBURGH REGION

Julie Zanella, steering committee chair

**NO REPORT SUBMITTED – 1/13/2022**

## ROCKY MOUNTAIN

Nicole Brindle & Brittany Spinner, delegates

*chartered December 2, 1991*

### MEMBERSHIP

#### CEU's

Our virtual CEU's will continue on a quarterly basis. We hope that the momentum we gained in 2020-2021 will continue to drive membership as we continue to come up with creative new ways to add value to the membership.

#### Member Outreach

In 2022 we will send out 1-2 membership surveys to see what types of programming they would like to see. We know from our last survey that people are eager to attend in-person events.

We have successfully implemented printed name badges for everyone using the membership list and guest list for special events- we have special "new member" labels for members who have joined within the last quarter. This has definitely elevated the feel of our events! It was a lot of work for our hospitality director, but we hope it will continue to add a special touch to our events.

We have a very strong Student Director in position who will continue to do outreach at colleges and hopefully continue to drum up student members.

### PROGRAMMING

Hotel Tour – The Catbird by DLR Group

This will be our first tour of the year, we are currently trying to get a committee and set a date, but we are tentatively planning for March or April of 2022

2. Other Miscellaneous Events:

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

Furball PaWrade – IN PERSON This event has been pushed to

spring 2022 due to challenges reserving a park (COVID restrictions)! This will be our chapters take on the furry scurry. We are involving the girl scouts who will be helping us check people in. This is still very much in the works. This is our community service event; funds will be donated to a local shelter. There is talk of doing a doggie costume contest as well!

We hope to have a full list of events at our board training with NEWH Inc. We plan to release a calendar in March.

### SCHOLARSHIP

Our board awarded \$10,000 in scholarships this year.

Rocky Mountain Chapter 2021 Scholarship Schedule: We will adjust timeline to match the NEWH Inc. Scholarships, opening and closing dates. We think this will be better for everyone and hope to see an uptick in applications.

### FUNDRAISING

Our Annual Sponsorship Menu has continued to be a very powerful tool for our chapter. It has proven to be a significant contribution both financially, and in terms of keeping our sponsors involved throughout the year. We have continued to refine the package based on the feedback we've received.

Our annual sponsorship menu will go out in late December or Early January and will focus more on first right of refusal for sponsoring events, entry tickets, and marketing. We will continue to have sponsorship opportunities per each event and will discuss the possibility of discounted rates for our annual sponsors.

### OTHER CHAPTER HIGHLIGHTS

We have a really strong social media team, with the help of Canva we are using it to schedule posts on Instagram and Facebook eliminating the need for a person in the posting role.

For the third year in a row, we have generated a ton of interest in joining the board. Our successful virtual events in 2020 generated a ton of interest, and we've had several very successful in person events for 2021 so the momentum is great! 2020 was certainly a groundbreaking year for our chapter, it highlighted our creativity and ability to pivot. I think this momentum built up and generated a lot of excitement to get back to in-person events and we have had several committees going this year and they are all performing very well. Our events have been better than ever, and we are very excited about 2022 and beyond! We are very fortunate to have board members who are so committed to the chapter and to the events they are helping to plan.

We are 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**

We still would like to have culinary students at MSU cater one of our events. We think it will be a great way to bring them into the fold, and it would be mutually beneficial since it would give

them the opportunity to cater a professional event. We have been discussing this for a few years and would really like to make it happen in 2022! We have a great connection with the head Chef at MSU, Chef Jackson Lamb, he has been incredibly supportive of our chapter, and we will work with him to coordinate a time that works for the students. We will need to plan our event around them, but we feel it would be worthwhile!

**REPORT BACK TO CHAPTER/REGION**

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

**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**

**SOUTH CAROLINA REGION**

Penny McPeak, Steering Committee Chair Elect

**NO REPORT SUBMITTED – 1/13/2022**

**SOUTH FLORIDA**

Gabe Rodriguez, delegate

*chartered October 2, 2003*

**NO REPORT SUBMITTED – 1/13/2022**

**SUNSHINE**

Denise Ganson and Kary Maybury, delegates

*chartered September 1, 1996*

**MEMBERSHIP**

The Sunshine Chapter currently has 258 members, including 68 students. We are reaching out to previous members to renew their memberships. Now that we have resumed our monthly Sunshine Socials and other in-person events, we are hopeful that this will draw members back.

February. This will be a wonderful opportunity for them to engage and network with so many industry professionals. Members of our chapter leadership will guide them through the events to ensure that they maximize their conference experience.

Our Scholarship, Student Relations and Membership committees will be partnering to reach out to colleges and universities to schedule visits to bring awareness of NEWH and to promote scholarships.

**PROGRAMMING**

Based on the great participation, it is clear that our membership is very happy to be able to meet for in-person events. Our Sunset Social in November was well attended. Even a little rain couldn't keep us away! We will schedule our monthly Sunset Social events at various locations in the Orlando vicinity throughout 2022

Our annual Toy Drive supporting a local charity was held in early December. Multiple toy drop-off locations were provided around Orlando. The generosity of our members in celebrating kids with special needs was amazing.

The Regional Tradeshow will be held in Orlando on October 18th – 22nd.

Our Student Relations committee will be planning some student-focused events. This could include resume and portfolio writing and reviews as well as some round table discussions.

**FUNDRAISING**

Our sold-out Denim and Diamonds fundraising event and TOP ID award ceremony in October was a huge success! In addition to being an amazing and fun event, we raised funds well above our expectations to enable us to award new scholarships.

On October 15, 2022, we will mark the 25th anniversary of our chapter with a spectacular Gala. The committee has been hard at work to ensure this event will be a wonderful tribute to of all those who contributed to our chapter's success over the years. It will be a great celebration of the work we have done and to show our continued support of students pursuing studies in the Hospitality industry.

**REPORT BACK TO CHAPTER/REGION**

Our chapter delegate(s) who were in attendance do report back to the chapter. We share some of the highlights and many great ideas provided during the meeting. This usually leads into a great discussion and enthusiasm as we plan future events.

**SCHOLARSHIP**

We are happy to announce that three of our five scholarship recipients will be joining us at the Leadership Conference in

## TORONTO

Manuela Kennedy & Terryl Nielsen, delegates

chartered November 18, 2004

### MEMBERSHIP

In November 2021 our Membership grand total was 200

Associate – 8	General – 36
Business Plus Courtesy – 1	Honorary – 1
Chapter Business Courtesy – 24	Green Voice Courtesy – 1
Chapter Business – 6	Legacy member – 1
Chapter Level Business – 12	Lodging Business – 1
Corporate Partner Courtesy – 4	Student – 91
Education Professional – 13	

### PROGRAMMING

After finishing off a series of student portfolio with Sheridan College, last week we got news that Humber College would be interested in a series of reviews as well. That said we are aiming to get those started in February and then next to approach Ryerson University.

Our TopID awards event has been penciled in for February 8, 2022, at the newly renovated Park Hyatt Hotel downtown. We are planning to have 80 guests and pair it with a hotel tour.

In 2022 we wish to host events in the showrooms of valuable NEWH members. That said we are planning an event at the Designer Stone Panels showroom at the TIDC (Toronto International Design Centre) in March and another event at Durkan's showroom downtown in May.

In July we were thinking of a sundowner event and in November to host either a scholarship event or a holiday event. The reason I say "either" is because our feedback from other chapters is that it's much better to host both scholarships awards event and TopID event as one rather than have them separately.

All the above is our optimistic plan. As I am typing this paragraph I have received a notification that all indoor gatherings, starting today will be capped at 10 people due to the new Covid-19 regulations.

### SCHOLARSHIP

October 1st was the deadline for all scholarship applications. None of the applications reviewed this year reached the standards of an awarded scholarship. Therefore, a decision was made to postpone this year's scholarship nominations and consequently the whole scholarship award ceremony.

### FUNDRAISING

This year's fundraiser event is our September Golf tournament which is planned for September 13th, 2022.

### OTHER CHAPTER HIGHLIGHTS

We just concluded a series of Student Portfolio Reviews that took place for a month every Tuesday and Thursday evening. The first school that was offered this series of events was Sheridan College. The reviews took place on zoom and were a great hit. I personally only mentored one group of students but was a moderator for the whole series, therefore was able to share with lots of students what NEWH is really about.

Last, in November our scholarships director Terryl Nielsen and I were both guest speakers at Sheridan College on two different events, where we had the chance to talk about how amazing this organization is.

Hopefully next we'll be able to connect these students with various designers in person in our 2022 live events.

### CHAPTER/REGION GOAL

Our goal for this year is to plan 6 in person events starting with the TopID awards event in February and continue to lure in as many students as possible into our chapter with more virtual interactive events tailor made for them. Our aim is to keep these students on board way after they graduate and consequently enhance our chapter membership and change its demographics.

### REPORT BACK TO CHAPTER/REGION

I reported back after NY's IBOD meeting, and our board enjoyed the highlights and all the information regarding the events other chapters were able to organize this past semester. That said I am often reminded that our chapter due to the extreme covid-19 measures that have been into effect the past 20 months in Ontario, is a different case scenario.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

If we go back to not being allowed in person events this year, a bit of help regarding how to cope with a once again virtual year would be great.

## UNITED KINGDOM

Caro Cundall & Kathryn Quinn, delegates

chartered June 12, 2002

### MEMBERSHIP

- For 2022 we have agreed to keep our membership dues at the same rate as they have been for 2021.
- Despite the past 18 months of various lockdowns, we have managed to keep our membership levels reasonably steady but without much growth. Now that live events are happening again, we see this as a chance to build our membership numbers up.
- We continue to have a diverse membership made up of suppliers, designers, hoteliers, purchasing agents, and students along with publishers, editors, and curators.
- We are keen to be able to introduce the European Corporate Partners programme, however we understand that this is under legal discussion and will probably not occur for at least another six months.

- For our 2022 board, Kevin Swart will continue his great work as our Membership Director while Hannah Rogers is stepping into a Membership Chair role to assist Kevin.

### PROGRAMMING:

- For 2021 we only managed to hold live events from around August onwards. Our most successful events were our Round Table and Fundraiser in September and our TopID held in October – both events had good turn outs. We are hoping we can have regular live events in 2022 however we are aware that lockdown restrictions may be imposed again.
- We held an Event Planning Meeting in November and have put together a list of 13 live events for 2022. We are planning 3 hotel tours to make up for the past 18 months – there are quite a few new hotels in London, so it is an exciting opportunity to get the designers out.

- One of our big events for 2022 is our chapter's 20th Anniversary Party (in June) and we are gearing up with ideas for the celebrations. Watch this space!
- Chrissie Granger is taking over as our Events Programming Director for 2022 while Kathryn Quinn (now VP Admin) will continue to offer her advice on Programming & Marketing.
- Alison Kells is moving to the position of Marketing Director, with constant support from Rita Bancroft, Can Faik and Jon Bond who have all added invaluable help with preparing flyers for events and press/media publications in recent months. We are delighted to also have Emily Marzocchi, one of our winning Scholarship students for 2021, joining the board for 2022 – she will be helping us with 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 are possibly starting up again in February but there will only be a few key webinars this year.

### 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.
- Throughout 2021 we have helped our winning students to attend events by paying their transport costs and we plan to continue this in 2022 so that they can attend our main NEWH events. This has greatly helped in increasing the student attendance rate; it is great exposure for them and for the NEWH guests alike and has also helped to spread the news of our NEWH scholarship programme further afield than London.
- For 2022, Annette Culhane takes over the Scholarships Director role while Karolina Januskaite will continue her role as Student Relations Director.

- Annette Culhane continues to develop the student's social media platforms and will become more involved on education aspects. Annette has set up a student related NEWH LinkedIn page to help to offer advice and connections.
- Alicia Sheber is taking over as Diversity Director; however, Jonathon Wilkins will also attend EID meetings for the next few months during his handover to Alicia.

### FUNDRAISING

- 2021 was a challenging year to make money; with many of our events held on-line for most of this 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 is taking up the reins as Fundraising Director in 2022.

### OTHER CHAPTER HIGHLIGHTS

- Our 20th Anniversary Party in June (dates 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.

### REPORT BACK TO CHAPTER/REGION

Libby Bull is taking over as the new President for 2022 and will continue to lead the regular monthly Chapter meetings, mainly on Zoom. She will report back to the Board at our monthly meetings.

## VANCOUVER REGIONAL

Rebecca Bertrand, steering committee chair

### MEMBERSHIP

Overview – we have only lost 4 members since last year. The events that we did have really helped retain and add some members and others that dropped off, but overall, the community supported our events and membership, and Maureen did a great job at welcoming new members and checking in on old members to see if they could/ would renew. Our fabulous social media helped keep our name out there and kept our membership up.

- currently 18 Associates (40 the year before)
- 1 Brand partner (0 year before)
- 2 chapter business members + courtesy members from their organizations (same as year before)
- 4 Chapter Level businesses + courtesy members from their organizations (6 the year before)
- 3 corporate partner members (1 the year before)
- 14 educational professionals (11 the year before)
- 27 General members (23 the year before)
- & 49 students (32 students the year before)
- total 128 (132 the year before)

### PROGRAMMING

Our events this past year:

- Music Trivia night in Feb.

- Student Roundtable in April
- Virtual Hotel Tour in May – CHIL design and the Fairmont – Airport hotel – yvr
- Summer Sundowner- Seaside Mingler – over 60 people I believe were in attendance

We had Sponsors cover our costs for all our events, so we had very little costs incurred during these events

### SCHOLARSHIP

Our local scholarship was awarded to KPU student, Tiffany Jones. She exemplified everything that we look for in a candidate and we're so happy she's joined the NEWH family!

Our collaborative scholarship with BermanFalk was awarded to Trisha Mesina earlier on in the year. We were so impressed with the level of uniqueness and forward-thinking that she brought into her submission!

We're looking forward to an exciting new year full of awesome opportunities for our students & we are set for 2022 because we have some money for scholarship for the next year thanks to our big ANNUAL event in Nov. 2019

### FUNDRAISING

Due to Covid- our gatherings were strictly networking/ sundowner events where no fundraising was raised

### OTHER CHAPTER HIGHLIGHTS

Summer Sundowner- Seaside Mingler that was the industry event of the year for sure! – outdoor scavenger hunt to the sponsors booths where attendees then collected letters that created a word scramble. Then they all came together and did the word scramble to win prizes. Sponsors provided light snacks and drinks and we had lots of door prizes. Gorgeous weather. The industry felt really connected. One of the few big events of the year. VERY well received by the community and it led us to some new board members and volunteers.

Highlight was surviving Covid! Surviving all our virtual meeting and our awesome virtual events.

#### CHAPTER/REGION GOAL

Goal would be to have more in person events this year (providing the pandemic settles)

Rebecca attended Trudy's last session, so she will take some of these key points and do a strategic planning session with the

new team in Jan. So, we will answer this more after our next meeting as it took as awhile to get our Board set.

#### REPORT BACK TO CHAPTER/REGION

Yes, Alex has in the past and Rebecca will do so this year.

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

Not sure yet, but I'll be sure to let you know. One thing is that we have a VERY new and young board overall, so we may just have lots of questions as a team. Also, more help with magazine submission. that was discouraging last year.

**Staff note: Please be sure your board members complete the mandatory training for their positions which may answer many questions they have. And remember to call us, we are here to help!**

## WASHINGTON DC METROPOLITAN

Jennifer Farris & Elle Pechiney, delegates

*chartered November 6, 1992*

**NO REPORT SUBMITTED – 1/13/2022**

**ADDENDA**

**MOTION TO APPROVE MINUTES**

Date: January 13, 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 ADJOURN**

Date: January 13, 2022

Motion Number: 2

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](http://www.newh.org) – About Us – Awards

### NEWH COLLEGE OF FELLOWS

#### Purpose

Fellowship is bestowed on NEWH members who have made notable contributions to the Hospitality Industry, not only through their work, but through their demonstrated commitment to NEWH.

The application process is held every other year and is conducted by the Chair of the College of Fellows together with a jury of selected members of the College. Fellows will be inducted at the Leadership Conference.

#### Criteria / Eligibility

- A current member in good standing of NEWH and has been a member for 10 consecutive years or more.
- Nominee must exhibit the highest level of ethical conduct and professionalism in the Hospitality Industry. Examples of these items must be included in the nomination form, along with 5 letters of references from NEWH members in good standing endorsing the nomination, and 2 other references from Hospitality Industry professionals.
- Nominee must have excellent leadership skills.
- Nominee must have contributed to mentoring at least 2 individuals in the Hospitality Industry.

#### Nomination Process

A Fellowship nomination can be made by a Chapter Board, an NEWH member, or can be a self-nomination.

#### Timeline

- July 1, 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](http://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 BDNV Show held in New York City. By accepting the

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

### **Minimum Criteria - required**

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

### **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

Tradeshows Policies  
Timeline

## NEWH, Inc. Board

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

## Board Reports / Minutes / Etc.

International Board of Directors Meeting Packets

## Member Logos



# **NEWH Chapter Business Plan**

NEWH/(chapter) – (year)

## What is a Chapter Business Plan?

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

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

## CHECK LIST

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

**Board of Directors/Chairs**

*NEWH has a list of your nominated board – please submit any chairs appointed by the board by January 31<sup>st</sup> – and as additional chairs are appointed, or any board changes occur throughout the year*

**Chapter Event Calendar**

*Calendar will be posted on the NEWH website – specific calendar dates will be added to the event calendar. Calendar should be submitted by January 31<sup>st</sup>*

**Chapter Budget**

*Submit an approved budget to NEWH Inc. by the end of February – please contact the NEWH office for any resources you may need (past budgets, budget template, etc.)*

The following pages can be used as a template to submit the required items.

## Other Helpful Items to include in your Chapter Business Plan

### Written Goals:

Ask each director/chair to write 2-3 goals they'd like to complete for the year. These goals will be the starting point for board discussion and planning throughout the year.

Here are a few examples:

- Your membership director has a goal to get more students members involved in your events. This goal should be shared with the chapter programming director and the scholarship director to ensure that one of your chapter programs planned includes student involvement (i.e. portfolio review, mentoring event, etc.)
- Your scholarship director has a goal to increase the amount of student scholarship applications received. This goal should be shared with your board and a plan should be put into place for chapter members to visit local schools, or contact schools in your surrounding area, to speak to students about NEWH's scholarship opportunities.
- Your VP/Development has a goal to increase the number of committee members in your chapter. This goal could be shared with your membership director and other board members to formulate a plan to reach out to current members, and new members, to find out members' interest to be involved and asking them to volunteer.

### SWOT Analysis:

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

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats

} Internal Factors (things you have control over)

} External Factors (things you have no control over)

## Chapter Board

President	enter president
VP-Administration/Delegate	enter vp-admin/delegate
VP-Development/Delegate	enter vp-development/delegate
Secretary	enter secretary
Treasurer	enter treasurer
Past Pres./Parliamentarian	enter past president
Executive Advisor	enter executive advisor
Scholarship	enter director
Membership	enter director
Programming	enter director
Fundraising	enter director
Marketing	enter director

### Optional Positions

By-laws & Ethics	enter chair	Internet Communications	enter chair
CEU	enter chair	Public Relations	enter chair
Committee Development	enter chair	Publications	enter chair
Community Service	enter chair	Regional Tradeshow	enter chair
Database	enter chair	Strategic Alliances	enter chair
Education/Mentoring	enter chair	Strategic Planning	enter chair
Farewell Ambassador	enter chair	Student Representative	enter chair
Historian	enter chair	Sustainable Hospitality	enter chair
Hospitality	enter chair	Ways & Means	enter chair

## Calendar of Events

Chapters are encouraged to form their calendar prior to the year beginning. Submit your Chapter Calendar to the NEWH Office no later than January 31st of each year.

**Programming/Networking Events:** Chapters are not required to hold an event each month. When putting together your calendar for the year, the key is to remember quality vs quantity. Instead of struggling to put on an event every month, plan 3-4 great programming events for the year (tours, speakers, panels, CEUs, etc.) that are of high value to designers, manufacturers, and students – and in between those events, do more low-key happy hour/sundowner type events. A program’s mission is to develop relationships and build membership in a more business type setting.

Think about the event – is it an event you don’t want to miss, or is it more of a casual networking event that may not be as beneficial to you? Focus on what your members are going to be attracted to, especially venues – whether it’s a newly opened or remodeled hotel, new restaurants, etc. Invite those involved in the project to speak.

**Fundraising Event:** Remember, chapters are required to hold at least one fundraising event per year – this is your FUN event. A FUNdraiser’s purpose is to raise money for NEWH’s mission of Scholarship & Education.

**Board Meetings:** Chapters are required to hold at least 9/10 Board of Directors Meetings per year.

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

## SWOT Analysis

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

## NEWH, INC. INSTAGRAM GUIDELINES

### Goal:

Grow awareness to NEWH through Instagram by displaying images that showcase our mission and events that are happening on an International and Chapter level.

### Objectives:

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

## JANUARY 2022

1-Jan	<i>New Year's Day</i>	23-27 Jan	Las Vegas Winter Market
5-Jan	<b>NEWH PerspectiVe</b>	24-26 Jan	ALIS
7-Jan	<b>NEWH Executive Committee Zoom Call</b>	25-Jan	LA CitySCENE
13-Jan	<b>NEWH, Inc. Board of Directors Meeting</b>	<b>26-Jan</b>	<b>BrandED</b>
17-Jan	<i>Martin Luther King Day</i>	26-27 Jan	Architect@work - VIRTUAL
24-28 Mar	Maison & Objet	28-31 Jan	EMEA's Leading 5-Star Hotel Designers
21-30 Jan	DesignTO	28-31 Jan	ARC   Middle East

## FEBRUARY 2022

1-3 Feb	The Int'l SURFACE Event (live & Virtual)	<b>14-Feb</b>	<i>Valentine's Day (all the lovers of the world)</i>
4-Feb	<b>NEWH Executive Committee Zoom Call</b>	15-17 Feb	Boutique Design Winter Forum
7-13 Feb	Stockholm Design Week	<b>17-19 Feb</b>	<b>NEWH Leadership Conference</b>
8-10 Feb	Surface Design Show	<b>21-Feb</b>	<i>President's Day (United States)</i>
8-10 Feb	Kitchen & Bath Show - VIRTUAL	<b>21-Feb</b>	<i>Family Day (Canada)</i>
9-Feb	<b>Leadership Lessons/Chapters</b>	<b>23-Jan</b>	<b>LaPause</b>
11-Feb	<b>Founder's Circle</b>		

## MARCH 2022

2-Mar	<b>NEWH PerspectiVe</b>	<b>17-Mar</b>	<i>St. Patrick's Day</i>
2-4 Mar	HI Design MEA	18-Mar	Miami CitySCENE
4-Mar	<b>NEWH Executive Committee Zoom Call</b>	<b>22-Mar</b>	<b>NEWH/Dallas Regional Tradeshow</b>
8-Mar	Miami CitySCENE	22-24 Mar	Hunter Hotel Investment Conference
8-Mar	<i>start of Daylight Savings Time in UK</i>	<b>23-Mar</b>	<b>BrandED</b>
8-Mar	<i>International Women's Day</i>	24-28 Mar	Maison & Objet
9-Mar	<b>Initiative Calls</b>	<b>27-Mar</b>	<i>start of Daylight Savings Time in France, Italy</i>
9-11 Mar	HD Summit	<b>27 Mar</b>	<i>Mother's Day (United Kingdom)</i>
13-Mar	<i>start of Daylight Savings Time in US and Canada</i>	<b>27-30 Mar</b>	<b>Milliken Experience</b>
13-16 Mar	RestaurantPoint west	27-29 Mar	HEALTHAC East Live Connect
16-Mar	<b>NEWH Now</b>	30-Mar	San Francisco CitySCENE
16-17 Mar	Independent Hotel Show	30-31 Mar	Hawai'i Hotel & Restaurant Show
17-Mar	<i>Purim</i>		

## APRIL 2022

1-Apr	<b>NEWH Executive Committee Zoom Call</b>	<b>15-23 Apr</b>	<i>Passover</i>
2-5 Apr	Environments For Aging	<b>17-Apr</b>	<i>Easter</i>
3-6 Apr	HotelPoint	<b>18-Apr</b>	<i>Easter Monday (United Kingdom, France, Italy)</i>
4-7 Apr	Hostelco 2022	19-21 Apr	ULI Spring
4-8 Apr	Coverings	<b>20-Apr</b>	<b>NEWH Now</b>
5-10 Apr	PAD Paris	21-24 Apr	97th Annual Hotel Ezra Cornell
5-10 Apr	Salone Del Mobile	24-27 Apr	January Furniture Show
6-Apr	<b>NEWH PerspectiVe</b>	<b>25-Apr</b>	<b>NEWH, Inc. Board of Directors Meeting</b>
10-13 Apr	All Aboard Design	<b>25-Apr</b>	<i>Liberation Day (Italy)</i>
12-Apr	Atlanta CitySCENE	25 Apr-8 May	Boston Design Week
12-15 Apr	AAHOA 2022 Annual Convention & Tradeshow	26-28 Apr	HD Expo & Conference
13-Apr	<b>Stay Connected</b>	<b>27-Apr</b>	<b>LaPause</b>
15-Apr	<i>Good Friday</i>		

## MAY 2022

1-May	<i>Labor Day (France, Italy)</i>	16-18 May	Saudi Entertainment & Amusement
1-4 May	ARDA Spring Conference 2022	17-19 May	HOLA
1-May	<i>Bank Holiday (United Kingdom)</i>	18-May	<b>Leadership Lessons/Chapters</b>
3-5 May	Int'l Hospitality Investment Forum	19-May	Chicago CitySCENE
4-May	<b>NEWH Perspective</b>	19-22 May	BOND Leading 5-Star Hotel Designers
4-8 May	DesignMarch	21-24 May	National Restaurant Association Show
5-May	Meet Up North	20-May	<b>Leadership with Trudy Craven</b>
6-May	<b>NEWH Executive Committee Zoom Call</b>	22-24 May	BD Match
8-May	<i>Mother's Day (United States, Canada, Italy)</i>	23-May	<i>Victoria Day (Canada)</i>
10-20 May	NYCxDESIGN	24-26 May	Clerkenwell Design Week
11-May	<b>Initiative Calls</b>	24-26 May	Middle East Design & Hospitality Week
11-12 May	retailX	24-26 May	Hitec Dubai/The Hotel Show Dubai
12-May	<b>Founder's Circle (virtual)</b>	25-May	<b>BrandED</b>
14-16 May	ICCF	27 May	<i>Mother's Day (France)</i>
14-17 May	Domotex Turkey	30-May	<i>Memorial Day (United States)</i>
19-21 May	Domotex Hanover		

## JUNE 2022

1-Jun	<b>NEWH Perspective</b>	15-Jun	<b>NEWH Now</b>
1-3 Jun	HI Desigh Europe	16-19 Jun	Art Basil
2-Jun	<i>Republic Day (Italy)</i>	17-Jun	<b>Leadership with Trudy Craven</b>
2-Jun	<i>Bank Holiday (United Kingdom)</i>	19-Jun	<i>Father's Day (US, Canada, UK, France, Italy)</i>
2-Jun	<i>Platinum Jubilee (United Kingdom)</i>	19-Jun	<i>Juneteenth (United States)</i>
2-Jun	<b>NEWH/Denver Regional Tradeshow</b>	19-21 Jun	The Hotel Show Africa
3-Jun	<b>NEWH Executive Committee Zoom Call</b>	20-23 Jun	Hotec Design
5-7 Jun	NYC Investment Conference		
7-Jun	HD Awards	22-Jun	Washington DC CitySCENE
7-8 Jun	Cruise Ship Interiors - America	22-Jun	<b>LaPause</b>
8-Jun	<b>Initiative Calls</b>	22-23 Jun	THIS (the Hotel Interiors Show)
8-10 Jun	HI Design Europe	26-29 Jun	Senior Lifestyle Design Match
8-10 Jun	3daysofdesign	27-30 Jun	HITEC North America
12-15 Jun	Hotec Operations	29 Jun-2 Jul	NEWH DESIGNERS - week one
13-15 Jun	NeoCon		

## JULY 2022

1-Jul	<i>Canada Day (Canada)</i>	14-Jul	ALIS Summer Update - Nashville - Views from the Boardroom
1-Jul	<b>NEWH Executive Committee Zoom Call</b>	15-Jul	<b>Leadership with Trudy Craven</b>
6-Jul	<b>NEWH Perspective</b>	19-Jul	ALIS Summer Update - Dallas - Hotel Development
6-9 Jul	NEW DESIGNERS - week two	20-Jul	<b>NEWH Now</b>
9-13 Jul	<i>Eid al-Adha</i>	21-Jul	ALIS Summer Update - Los Angeles - Views from the Boardroom
12-Jul	ALIS Summer Update - New York - Hotel Capital Markets	24-28 Jul	Las Vegas Summer Market
13-Jul	<b>Stay Connected</b>	27-Jul	<b>BrandED</b>
14-Jul	<i>Bastille Day (France)</i>	27-29 Jul	BD Summer Forum

## AUGUST 2022

3-Aug	<b>NEWH Perspective</b>	21-23 Aug	HEALTHTAC West Live Connect 2022
5-Aug	<b>NEWH Executive Committee Zoom Call</b>	28-30 2022	Western Foodservice & Hospitality
10-Aug	<b>Initiative Calls</b>	29 Aug	<i>Bank Holiday (United Kingdom)</i>

17-Aug	Leadership Lessons/Chapters	31 Aug-2 Sep	HICAP ANZ
19-Aug	Leadership with Trudy Craven		

### SEPTEMBER 2022

2-Sep	NEWH Executive Committee Zoom Call	19-22 Sep	Lodging Conference
5-Sep	<i>Labor Day (United States)</i>	21-Sep	NEWH Now
6-8 Sep	The Hotel Show - Saudi Arabia	21-24 Sep	London Design Fair
7-Sep	NEWH PerspectiVe	22-25 Sep	IDS Vancouver
8-12 Sep	Maison & Objet	22-25 Sep	ARC Interiors
8-12 Sep	Paris Design Week	25-27 Sep	<i>Rosh Hashanah</i>
9-Sep	Atlanta Regional Tradeshow	26-27 Sep	Hotel Designs Hotel Summit
11-Sep	<i>September 11<sup>th</sup> (United States)</i>	26-30 Sep	Cersaie Ceramics & Surfaces
13-15 Sep	Healthcare Design Forum	27-30 Sep	Marmo+Mac Stone & Design
14-Sep	Initiative Calls	28-Sep	BrandED
15-Sep	HD SiteSEEING	28-30 Sep	HI Design Americas
16-Sep	Leadership with Trudy Craven	29-Sep	NEWH/Atlanta Regional Tradeshow
17-25 Sep	London Design Festival		

### OCTOBER 2022

3-4 Oct	The Annual Hotel Conference	15-24 Oct	<i>Navaratri</i>
4-5 Oct	Independent Hotel Show	17-19 Oct	Resort & Residential Hospitality Forum
5-Oct	NEWH PerspectiVe	18-Oct	NEWH/Orlando Regional Tradeshow
5-Oct	NYC City SCENE	18-19 Oct	AOCAP
6-Oct	NYC CitySCENE	19-Oct	NEWH Now
5-Oct	<i>Yom Kippur</i>	20-Oct	NEWH/Miami Regional Tradeshow
7-Oct	NEWH Executive Committee Zoom Call	21-Oct	Leadership with Trudy Craven
6-9 Oct	Decorex	24-Oct	<i>Diwali</i>
10-Oct	<i>Thanksgiving (Canada)</i>	24-27 Oct	ULI Spring
10-Oct	<i>Indigenous Peoples Day (United States)</i>	26-Oct	LaPause
10-16 Oct	PAD London	26-27 Oct	NextGen - Nashville
10-16 Oct	Frieze London	30-Oct	<i>end of Daylight Savings Time in France, Italy</i>
12-Oct	Stay Connected	31-Oct	<i>end of Daylight Savings Time in UK</i>
13-Oct	DesignWell		

### NOVEMBER 2022

2-Nov	NEWH PerspectiVe	13-Nov	NEWH, Inc. Executive Committee Wrap-up
2-5 Nov	HI Design Asia	13-14 Nov	BD ny / HX the Hotel Experience
4-Nov	NEWH Executive Committee Zoom Call	14-Nov	Gold Key Awards
6-Nov	<i>Daylight Savings Time ends in US and Canada</i>	16-Nov	Leadership with Trudy Craven
6-10 Nov	EquipHotel Paris	17-18 Nov	HIX
9-Nov	Initiative Calls	17-20 Nov	BOND America's Leading Architects Forum
11-Nov	Platinum Circle Awards	24-Nov	<i>Thanksgiving (United States)</i>
11-Nov	<i>Veterans' Day/Armistice Day (US, Canada, UK, France, Italy)</i>	30-Nov	BrandED
12-Nov	NEWH, Inc. Board of Directors Meeting	30 Nov-1 Dec	Cruise Ship Interiors Europe
12-Nov	NEWH, Inc. Executive Committee Wrap-up		

### DECEMBER 2022

1-Dec	Leadership Lessons/Chapters	18-26 Dec	<i>Hanukkah</i>
2-Dec	NEWH Executive Committee Zoom Call	21-Dec	NEWH Now
6Dec-1Jan	<i>Kwanzaa</i>	25-Dec	<i>Christmas Day (US, France, Italy)</i>

7-Dec	<b>NEWH Perspective</b>	26-Dec	<i>Christmas Day (Canada)</i>
7-Dec	Dallas CitySCENE	26-Dec	<i>Boxing Day (United Kingdom)</i>
14-Dec	<b>Initiative Calls</b>	27-Dec	<i>Christmas Day (United Kingdom)</i>
16-Dec	<b>Leadership with Trudy Craven</b>	31-Dec	<i>New Year's Eve</i>

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*

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**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: May 4, 2020

Motion Number:

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

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

Notes on discussion: