



## GOVERNING BOARD PACKET

19 January 2023

ZOOM Event  
Your Favorite Room

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

---



TABLE OF CONTENTS

NEWH, INC. GOVERNING BOARD MEETING AGENDA..... 5

PRESIDENT ..... 11

SECRETARY..... 11

    MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN – 2022..... 12

    NEWH CHAPTER BOARD TRAINING SCHEDULE ..... 12

VP/FINANCE..... 13

    BANK BALANCES ..... 13

    2023 PROPOSED INCOME/EXPENSE STATEMENT ..... 14

    2022 CORPORATE PARTNERS ..... 15

    DIRECTOR/FUNDRAISING ..... 16

VP/SCHOLARSHIP ..... 16

    DIRECTOR/SCHOLARSHIP ..... 17

    2022 SCHOLARSHIPS AWARDED BY CHAPTER ..... 17

VP/EDUCATION ..... 18

    DIRECTOR/EDUCATION ..... 19

    DIRECTOR/BRAND PROGRAMS..... 19

    CHAIR/ED ONLINE..... 19

VP/EQUITY, INCLUSION, AND DIVERSITY ..... 20

    DIRECTOR/EQUITY, INCLUSION, AND DIVERSITY..... 20

VP/DEVELOPMENT ..... 21

    DIRECTOR/MEMBERSHIP ..... 21

    MEMBERSHIP REPORT BY CHAPTER ..... 21

    DIRECTOR/NEWH CONFERENCES ..... 22

VP/COMMUNICATIONS ..... 22

    DIRECTOR/SOCIAL MEDIA ..... 23

VP/INTERNATIONAL RELATIONS – CANADA ..... 23

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM/EUROPEAN UNION..... 23

PAST PRESIDENT ..... 24

EXECUTIVE ADVISOR ..... 24

NEWH STAFF ..... 25

CHAPTER REPORTS ..... 28

    ARIZONA..... 28

    ATLANTA ..... 28

    ATLANTIC CITY/ PHILADELPHIA REGION ..... 29

    CHICAGO ..... 29

    CINCINNATI REGION ..... 29

    DALLAS ..... 29

    HOUSTON REGION ..... 30

    LAS VEGAS ..... 30

    LOS ANGELES..... 30

MID-SOUTH REGION .....	30
MILANO .....	30
NEW ENGLAND REGION .....	31
NEW YORK .....	31
NORTH CAROLINA REGION .....	31
NORTH CENTRAL .....	32
NORTHWEST .....	32
ORANGE COUNTY REGION .....	32
PARIS .....	33
PITTSBURGH REGION .....	33
ROCKY MOUNTAIN .....	33
SAN FRANCISCO BAY AREA .....	35
SOUTH CAROLINA REGION .....	35
SOUTH FLORIDA .....	35
SUNSHINE .....	36
TORONTO .....	36
UNITED KINGDOM .....	37
VANCOUVER REGIONAL .....	37
WASHINGTON DC METROPOLITAN .....	37
ADDENDA .....	38
MOTION TO APPROVE MINUTES .....	38
MOTION TO APPROVE 2023 BUDGET .....	38
MOTION TO ADJOURN .....	38
NEWH CODE OF ETHICS .....	39
LEADERSHIP .....	39
SUCCESSION PLANNING: NEWH, INC. BOARD OF DIRECTORS ELIGIBILITY POLICY .....	40
TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS .....	42
NEWH AWARDS REVIEW .....	43
SETTING YOUR GOALS – TEMPLATE .....	45
BOARD RESOURCES - ONLINE .....	46
NEWH CHAPTER BUSINESS PLAN .....	48
NEWH, INC. INSTAGRAM GUIDELINES .....	54
2023 CALENDAR .....	55
THOUGHTS FROM A NEW MEMBER .....	58
NEWH BOARD OF DIRECTORS MOTION FORM .....	59

## NEWH, INC. GOVERNING BOARD MEETING AGENDA

Thursday, January 19, 2023 – via ZOOM

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

<b>Executive Committee</b>	Christine Tucker Sandy Banks Fernando Diaz	Jennifer Wellman Deidre Schwartz Monica Meade	Lanée Burns Helen Reed Jonathan Young	Tara Witt Cynthia Guthrie Trisha Poole	Gwendoline Theodet Enrico Cleva Shelia Lohmiller	Jena Seibel Susan Huntington Trudy Craven
<b>Board of Directors</b>	Brittany Spinner Dallas Bentley	Teri Urovsky Natasha Ashar	Brittany Johnson Todd Fuller	Shana McCullough-Downing Tara Chung	<b>CP Ambassadors</b> Kelly Ponder	Emily Mueller Adam Tooter
<b>Chairs</b>	Allie Bruski Rachel Berkin Leslie Anderson	Stephanie Deshaies Julia Marks Jillian VanDresser	Natalie Sheedy Stacy Elliston	<b>Brand Ambassadors</b> Barry Sullivan Tara Chung	Kavitha Iyer My Nguyen Alvaro Montoya	<b>Media Ambassadors</b> Stacy Rauen Keisha Byrd Simmy
<b>House of Delegates</b>	Elizabeth Banks Magan Bishop Scuteri Libby Bull Kyla Chambers Sarah Churchill	Mark Cunningham Kortney Edge Eric Fernandez Christina Fluegel Kris Hanson	Courtney Herzog Amelia Hoover Jamie Hysell Jonathan Kaler Julie Kaufman Unger	Manuela Kennedy Kelly Knowles Sadie Coulter Megan May Terry Nielsen	Tom O'Connor Melissa Peterson Erica Puccio Gabe Rodriguez Adelita Rosenberg	Chris Schafer Penny Shelton Athena Slejko Stephanie Thompson Liz Wilhite Rasha Zalkit

**10:30 am EST** Call to Order (2 minutes)

- 10:32 am Establishment of Quorum (2 min)
  - Presentation of Minutes and Motion to Accept (2 min)
- 10:36 am President's Welcome / Intro to Being a Board Member (15 minutes)
- 10:51 am Financial Report (2 min)
  - Motion to approve 2023 Budget
  - Travel Expenses
- 10:53 am Scholarship (2 min)
- 10:55 am EID Chapter (2 min)
- 10:57 am Education (2 min)
  - EDOnline (2 min)
  - GreenVoice (2 min)
  - Brand Programs (2 min)

Christine Tucker  
(Fernando Diaz) Shelia Lohmiller

Christine Tucker

Sandy Banks  
Susan Huntington  
Jen Wellman / Brittany Spinner  
Lanee Burns / Valerie Coleman  
Deidre Schwartz / Dallas Bentley  
Allie Bruski  
Rachel Berkin  
Teri Urovsky  
Jena Seibel

**11:05 am EST** Regional Tradeshows (2 min)

- 11:07 am Communications/Social Media (2 min)
- 11:09 am International Report
  - Canada (1 min)
  - United Kingdom (1 min)
  - Paris (1 min)
  - Milano (1 min)
- 11:13 am Membership (2 min)
- 11:15 am Leadership Conference (2 min)
- 11:17 am Top ID (2 min)
- 11:19 am Board Training/Strategic Planning/Next Steps (2 min)
- 11:21 am BREAK (14 min)

Helen Reed / Todd Fuller  
  
(Tara Witt) Chris Tucker  
(Jonathan Young) Chris Tucker  
(Gwendoline Theodet) Chris Tucker  
Enrico Cleva  
Natasha Ashar  
Monica Meade/Shana McCullough-Downing  
Stacy Elliston / Trisha Poole  
Jena Seibel / Trudy Craven

**11:35 am EST** BREAKOUT GROUPS – 1 hour long

- SCHOLARSHIP
- EDUCATION/Continuing Education, Green Voice Education, EDOnline//EID
- MEMBERSHIP/ CONFERENCES/Events
- FINANCE/Fundraising/TopID
- COMMUNICATIONS/ Social Media

Jen Wellman/Brittany Spinner  
Deidre Schwartz/Lanee Burns  
Monica Meade / Natasha Ashar / Shana McCullough-Downing  
Sandy Banks / Stacy Elliston / Brittany Johnson  
Todd Fuller/Hillary Eggebrecht

- 12:35 pm Report on Breakout Session
  - SCHOLARSHIP (5 min)
  - EDUCATION, Continuing Education, Green Voice Education, EDOnline / EID (5 min)
  - MEMBERSHIP/ CONFERENCES/Events (5 min)
  - FINANCE/Fundraising (5 min)
  - COMMUNICATIONS, Social Media (5 min)

**1:05 pm EST** New Business

- Motions

Christine Tucker

- 1:10 pm Old Business
  - DesignLinQ

Diane Federwitz/Tim Wilson

- 1:30 pm Motion to Adjourn

## NEWH, INC. GOVERNING BOARD MEETING MINUTES

Saturday, November 12, 2022  
In-Person/Virtual Zoom Meeting

<b>Executive Committee</b>	Christine Tucker Sandy Banks	Jennifer Wellman Deidre Schwartz	Monica Meade Helen Reed	Lanée Burns Jonathan Young	Cynthia Guthrie Trisha Poole	Enrico Cleva Trudy Craven
<b>Board of Directors</b>	Brittany Spinner Dallas Bentley	Vanessa Vaughan Alexandra Jones	Teri Urovsky	<b>Ambassadors:</b> Keisha Byrd Jason Reynolds		Adam Tooter Emily Mueller
<b>Chairs</b>	Leslie Anderson	Rachel Berkin	Allie Bruski	Stacy Elliston		
<b>House of Delegates</b>	Todd Fuller Ashley Mitchell Jenelee Francois	Francesca Sosa-Alkhoury Edgar Gutierrez Wanda Luna	Natasha Ashar Kortney Edge Laura Carter	Levar Jackson Kim Faith Taylor Hoesley	Kathryn Clark Kiko Singh Denise Ganson	Terryl Nielson Kathryn Quinn Jennifer Farris
<b>Presidents/ Steering Chair</b>	Rebecca Bertrand Mark Cunningham	Christina Fluegel Julie Kaufmann Unger	Kelly Knowles Penny McPeak	Demi Melissinou William Michael	Penny Shelton	
<b>Guests</b>	Ashley Aniston Elizabeth Banks Kristy Bohne	Barbara Bradley Sheri Black-Flynn Beth Chandler	Michele Crociani Lori Firpo Sergio Grazioli	Jamie Hysell Jessica Kendrick Shana McCullough-Dowing	Deaderia Morris Brown Erica Puccio John Roberts	Rachel Trimble
<b>Not in Attendance</b>	Fernando Diaz Tara Witt Gwendoline Theodet	Kelly Gaddes Debbie McKelvey Stephanie Deshaies	Natalie Sheedy April Geter Roger Mathis	Valerie Hogan Marit Jensen Nicole Brindle	Genevieve Mansfield Gabe Rodriuez Kary Maybury	Manuela Kennedy Caro Cundall Elle Pechiney
<b>NEWH Staff</b>	Shelia Lohmiller	Jena Seibel	Hillary Eggebrecht	Kate Nesbitt		

The meeting was called to order by President, Christine Tucker at 12:02 ET. Roll call taken and a quorum was established.

### MOTION TO APPROVE MINUTES

Date: November 12, 2022

Motion Number: 1

I, Shelia Lohmiller, move to approve the June 3, 2022 minutes as presented.

Motion seconded by: Cindy Guthrie

STATUS OF MOTION:

Carried: X      Defeated:

### EMERALD WELCOME

#### Discussion-Kevin Gaffney

- Thank everyone for attending BDNY
- Introduce BDNY 2022
- Announce that Keisha has been promoted to the associate show director
- Matchmaking program launch

#### Discussion- Jennifer

- Introduce matchmaking platform for BDNY
- Appointments can be preset with booths
- Someone will be onsite to help with the platform

### PRESIDENT'S WELCOME – Christine Tucker

#### Discussion-Christine Tucker: President's Welcome

- In a tough year, we will have awarded over \$420,000 this year, that makes it over 7.8 million dollars to over 2700 scholars
- Membership is up 3% over last year, so there are 6,062 members
- At the chapter level, one of the best ways to retain members is reaching out to the past due list
- We now have 3 offices in Wisconsin and 29 regional chapters
- NEWH staff introduction
- Mission statement has been revised on the website
- Housekeeping: breakout sessions

### FINANCIAL REPORT- Sandy Banks

#### Discussion- Sandy Banks:

- NEWH is going strong
- The leadership conference was a big success last year, we made money and are proud of that
- We will be having our breakout sessions and would appreciate it if anyone would participate in the finance group and share their ideas- discussing guidelines and fundraising
- The chapters need to start thinking about budgets and programming for 2023 so they can release sponsorship menus
- NEWH has decided to absorb the cost of music licenses
- NEWH will start taking fundraising proceeds from chapters- 20% of net proceeds goes to NEWH, and remaining goes back to the chapter

## SCHOLARSHIP – Brittany Spinner

### Discussion-Brittany Spinner:

- It's been a great year with scholarship
- We have reached out to all of the chapters to do the chapter training
- The scholarships will be awarded at the Inc level this year, and scholarship applicants can be directed to these
- This year we did not get to our superstar scholarship program
- We are losing lot of our scholarship winners, and want to create a program to keep them connected

## EDUCATION-Deidre Schwartz/ Dallas Bentley

### Discussion- Deidre:

- Building Ed online and infrastructure
- Allie is the new chair for Ed online

### Discussion- Dallas

- We have an Ed online site with over 150 pieces of content
- Tailoring content to what is relevant
- We are trying to come up with new content for the summer
- We will be reaching out to designers

### Discussion- Rachel Burken

- We have 3 different Greenvoice sessions at BDNY
- Rise of reuse, understanding the interior design pledge
- Looking for Greenvoice chairs and want to create a network of young designers

### Discussion- Teri

- We got back to live BrandEd
- We had IHG in Miami two weeks ago
- We had our first BrandEd on a cruise ship this year
- We are starting to market for sponsors for 2023, and a number of our sponsors are returning, but we will need a few more
- At the Women's Leadership breakfast, the scholarship will be in the name of Holland America
- We are working with UK and Europe to bring BrandEd there in 2023
- We are looking to get more designers and architects to BrandEd events

### Discussion-Christine Tucker

- If a chapter hosts a BrandEd, they got \$1,000 to their scholarship account
- The BrandEd events are limited to who can attend
- The events boost designer membership
- Events are typically 40-60 people

## REGIONAL TRADE SHOWS– Jena Seibel

### Discussion-Jena Seibel:

- Kate and I worked together on the regional trade shows and we have 4 booked for next year including LA, Dallas, Bethesda, Minneapolis, and are working on 2 more
- We had great shows and attendance this year

## EID- Lanée Burns

### Discussion-Lanée Burns:

- At our last IBOD meeting we voted Valorie to director of EID
- Magazine article features- Brad Wilson from Ace hotel, Bridges
- We worked with the membership department and sent out guidelines
- EID put out chapter guidelines last year to help chapters facilitate programs and events

### Discussion- Valorie:

- EID dialogue series now in-person

## COMMUNICATION- Helen Reed

### Discussion – Helen Reed

- We had a had a very successful campaign regarding IT and the speakers
- We are growing our social media following
- Todd Fuller joined our team as the director
- We started to tie things back to the magazine
- In 2023, we will be launching faces of NEWH to do reels and interviews
- We will be highlighting scholarship winners, BrandEd, Greenvoice
- We've had three successful calls with the chapters

### Discussion- Todd Fuller

- We would like to have contacts with each chapter to highlight what each chapter is doing

## INTERNATIONAL REPORT

**Discussion-Christine Tucker (Canada):**

- Vancouver has had their best fundraising year yet- had great BrandEd session there
- Toronto is struggling with attendance

**Discussion: Jonathan, Catherine (UK):**

- We started a successful webinar program during the pandemic
- We had a panel discussion on Tuesday to talk about design and culinary aspects
- We are meeting about BrandEd tomorrow, and want to take the concept into Europe
- We are looking to expand further into Europe
- Membership has been fluctuating, seeing a lot of new people at events and trying to turn those into memberships
- We have dropped some people out of the industry and are trying to build up people who will be a meaningful addition to the board
- This year is our 20th anniversary
- We started to bring back past scholarship winners, which helps bring in new members

**Discussion- Jonathan (Paris):**

- We had a successful webinar in Paris this week
- Problems with stability of the board
- Walking tour of Paris event and hotel tour
- Have to have strong board to put events together and keep chapter going

**Discussion- Enrico Cleva (Milano):**

- We are stable with membership
- We have been doing many live events
- We are raising funds with the Top ID events and sponsorships and are almost doubling the money we are raising
- Hope to give first scholarship in 2023
- Trying to get young people and students involved
- Our board is very stable and want to start succession plan

**LEADERSHIP CONFERENCE- Alexandra Jones/ Monica Meade**

**Discussion- Monica Meade:**

- Shout out to Vanessa- she reworked all of our guidelines for membership and put together a collateral package, which we should be able to share next year
- Alex and I are started to get ready for the leadership conference in 2024, and are trying to finalize the venue
- We are starting to prepare speakers and panels for the leadership conference as well
- Reaching out to VPs to ask about speakers, panels, and other ideas

**TOP ID- Stacey Ellison/ Trisha Poole**

**Discussion- Trisha Poole:**

- We have a chair- Stacey Ellison
- Thank you to Diane Federwitz for support
- We are trying to balance NEWH contribution with Top ID
- Working on "Tippity Top" award

**Discussion- Stacey Ellison:**

- We are looking at criteria and what benefits chapters of NEWH
- We will be talking to the chapters about timelines
- Timeframe will be tight

**BOARD TRAINING/ STRATEGIC PLANNING/ Next Steps- Jena Seibel and Trudy Craven**

**Discussion- Jena Seibel**

- We are behind on board training
- For 2023, you can do in-person or virtual board training

**Discussion- Trudy Craven**

- 11 chapters will be contacted to schedule for strategic planning, most will be zoom events

**Report on Breakout Sessions**

**Break-Out Session Overview:**

**Reports:**

**Scholarship-Brittany Spinner:**

- Do we need a committee on the Inc level?
- What are issues we've had with scholarship and how are we reaching out to students to improve?
- We always need people to help us review applications
- Support group of ideas to reach the students in ways that have changed since the pandemic

- Chapters can invite students to events and connect scholarship winners
- Making internships happen with scholarship winners and other students at events
- Struggling to engage hotel management students- How do we create value at our events at the chapter level?

**Education -Deidre Schwartz:**

- Ed online was the predominant area of focus
- CEUs, whitepapers, videos
- Providing curriculum for interns or young designers
- Glossary of terms for hospitality- by product category
- Specification writing- area in need (template as starting point?)
- Coordination of drawings, tagging of furniture, how to read RCP, reading mechanicals
- Programing in terms of hospitality, reading 2D and visualizing in 3D, volumes of space
- Material selection- appropriateness of certain materials
- Obtaining the information from various suppliers
- Educating customers and staff in a more efficient way
- Job description for Greenvoice chair has been developed

**EID- Lanee Burns:**

- We have great tools prepared for our members, and we want people to be included
- We have to continue to educate members about EID work that is being done
- EID is a way to attract members to NEWH

**Membership/Conferences-Vanessa/Alex:**

- We will have new marketing materials targeting different segments of memberships- each will have their own brochure that has their benefits to membership
- Discussed ways of retaining members- encourage people to use auto renew feature
- Encourage companies to get staff signed up for NEWH membership
- Relationship between membership and programing- putting together strong educational content
- New marketing is going to be emailed as an attachment including "what's in it for me?"
- Content is really important- take feedback into account
- Student scholarships and feedback in Miami and Denver
- BrandEd to bring in designers
- Renewing memberships at events

**Finance- Jason:**

- Discussion of Top ID and wildcard- brings in smaller scale firms
- Name awards won and not number of awards won
- Professional photos of property
- More specificity of what is a true hospitality project and what it includes
- Important that chapters do advertising in 2023 to get word out about Top ID and short timeline
- Applications per award
- Ideas for announcing Top ID award winners
- Feedback from vendors- some events are getting a little expensive to support
- Required to have a membership drive and gala for fundraising
- Event ideas: scavenger hunts, designer yard sales, denim and diamonds

**Communications-Crystal :**

- RSS Feeds to fill out calendar
- Robo call service or text that numbers can opt into for information on events other than email
- When people renew memberships, is there a way to follow up with people who opted out of emails?
- Diane follows up with people who opted out of emails with link to opt back in
- Marketing roles can be a burden if there is only one person in the role for smaller chapters- how can we make it easier?
- New marketing material with templates to make it easier
- Hire service to do social media marketing- could smaller chapters buy in?

**DESIGN LINQ- Diane Federwitz**

**Discussion- Diane Federwitz:**

- Recent focus has been on major updates to server that need to be done for Design Linq and NEWH website to run better
- Jason will be focusing on continuing to develop Design Linq
- Designs have been coded
- Find projects will be visible once tags are made
- Featured firm area- Top ID firms
- See projects- directory with test projects, explanation of firm, contact info
- How to add a project

**NEWH EID Programming Event- Lavar**

**Discussion- Lavar:**

- Outreach to increase EID in hotel ownership
  - Transformed event into celebration of culture
- Discussion- Lanee Burns:**
- Encourage chapters to have at least one EID event each year

**New York Chapter- Mark**

- Discussion- Mark:**
- Silent auction cocktail party
  - 100% of proceeds go towards scholarship funds
  - Awarded \$40,000 in scholarships

**President- Christine Tucker**

- Discussion- Christine Tucker:**
- NEWH speaker guidelines
  - NEWH email signature
  - Event sponsors can introduce themselves as sponsors
  - Guidelines regarding competitors

**MOTION TO ADJOURN**

Date: November 12, 2022

Motion Number: 2

I, Monica Meade, move to adjourn the NEWH, Inc. Board of Directors Meeting at 3:40 ET.

Motion seconded by: Trisha Poole

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



## 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 2023

##### GOAL 1 STATEMENT

Work closely with the VP's and Directors on IBOD as well as NEWH, Inc., staff to ensure the initiatives are being supported. Remain open to build on new opportunities and ensure our focus remains consistent with our NEWH mission.

##### GOAL 1 MEASURE

The ability to measure this goal will be achieved through strong and communication between the team. Set goals and timelines within each initiative for review and feedback.

##### GOAL 1 TIMING

The goal of communication and support is something that has been in place and I will continue to monitor and participate in Committee calls as well dialogue with those leading each initiative. Support and communication do not have an end date unless we are choosing to stop an initiative or program.

##### GOAL 1 MAJOR MILESTONES

Ensure each initiative has a strategic plan and focus. If it does not have a clear path or plane-engage to set up a strategic plan with the parties involved. Set timelines to check in and ensure the course remains strong.

##### GOAL 2 STATEMENT

Work closely with the NEWH, Inc., office Team to build expand my involvement with our corporate office. As we move forward with our

NEWH Corporate Team succession plan, I will continue to grow my knowledge and skills to ensure NEWH success as well as my own in future role with NEWH.

##### GOAL 2 MEASURE

This is a continuous growth course that requires constant learning and development through active engagement of duties and functions.

##### GOAL 2 TIMING

The involvement and growth of my knowledge has been an integral part of my current term as President of NEWH, Inc. Currently in my 4th year as President I have had the benefit of these years being involved and privy to many of the internal functions by working closely with Shelia and the NEWH, Inc. Team.

Continue to take further educational courses offered by ASAE to expand my knowledge and skills of Non-Profit Associations.

##### GOAL 2 MAJOR MILESTONES

##### COMMENTS

We are looking forward to a strong year ahead and continue recovery of our industry and membership moving beyond the challenges the world has faced together. Newh continues to remain consistent with our mission. We would like to thank every one of our members who are what makes the difference in why newh is the international community connecting the hospitality industry!

## 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 2023

##### GOAL 1 STATEMENT

Continue to improve College of Fellows – Asked Jillian Van Dresser (accepted) to co-chair with Helen Reed the nominating committee

##### GOAL 1 MEASURE:

##### GOAL 1 TIMING:

##### GOAL 1 MAJOR MILESTONES:

##### GOAL 2 STATEMENT:

##### GOAL 2 MEASURE:

##### GOAL 2 TIMING:

##### GOAL 2 MAJOR MILESTONES:

##### COMMENTS

Reminder – All Chapters are required to take & maintain minutes of all chapter board meetings; your minutes are legal document. All motions should be attached to the minutes. A copy of your minutes must be sent to kathy.coughlin@newh.org. You are also required to do, and file with the office a Business Plan. A sample template can be found at the end of the Board Report Packet.

Susan Huntington handles all compliances in the NEWH, Inc. office. Please contact her regarding silent auctions, raffles or other fundraising activities. Some states prohibit these things and others require special permits.

## MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN – 2022

Chapters (min. 9-10 per year)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		x	x
Atlanta	Yes	Yes	No Mtg.	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes			x	
Chicago	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	x	x
Dallas	Yes	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes						x	
Houston	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	x	
Las Vegas	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			x	
Los Angeles	Yes	Yes	Yes	Yes	Yes	Yes	Yes						x	
Milano	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes				
New York	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes	x	
North Central	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				x	
Northwest	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes		x	
Paris														
Rocky Mountain	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes	Yes			x	
San Francisco Bay	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.		x	
South Florida	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes				x	
Sunshine	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes		No Mtg.		No Mtg.	x	
Toronto	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes					x	x
UK	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				
Washington, DC	Yes	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes			x	
<b>Regional Groups</b>	<b>(Minutes once a quarter)</b>													
AC/Philadelphia	Yes	No Mtg.	Yes	No Mtg.	Yes	No Mtg.	No Mtg.	No Mtg.	Yes	No Mtg.	No Mtg.	Yes		
Cincinnati	Yes	Yes	Yes	Yes	Yes	No Mtg.	Yes	Yes	No Mtg.	Yes	Yes	Yes		
Mid-South	Yes	Yes	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes	Yes	Yes	Yes			
New England	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					
North Carolina								Yes	Yes		Yes			
Orange County	Yes	Yes	Yes	No Mtg.	No Mtg.	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes		
Pittsburgh	Yes	No Mtg.	Yes	Yes	No Mtg.	Yes	No Mtg.	No Mtg.				Yes		
South Carolina	Yes	Yes	Yes		Yes	Yes	Yes	Yes						
Vancouver	Yes	Yes	Yes	No Mtg.	Yes	Yes	Yes	Yes	Yes		No Mtg.			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Budget	Business Plan

## 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 - 1/21/2022	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 – <b>Feb 25, 2023</b>	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
NORTH/SOUTH 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 – <b>Jan 22, 2023</b>	Virtual BDT/STP (request)	Board Train (Required)

ORANGE COUNTY	Strategic Plan – Jan 21, 2023	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	In-person Bd. Training - 4/2/22	Strategic Plan 12/03/2022	Virtual BDT/STP (request)	Board Train (Required)
SAN FRANCISCO	Strategic Plan – Nov 5, 2023	Virtual BDT/STP (request)	Board Train (Required)	OPEN
SOUTH FLORIDA	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
SUNSHINE	Strategic Planning – 4/2022	Board Train (Required)	Strategic Plan (required)	Virtual BDT/STP (request)
TORONTO	OPEN	Strategic Plan – Feb 4, 2023	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 start	Strategic Planning	Webinar Board Training or Strategic Planning – On Request	OPEN – Chapter may have a break year or request something special
-----------------------------	--------------------	---	---

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 2023

##### GOAL 1 STATEMENT

Finalize the development of a budgeting process for the Board of Directors. We will come up with a reimbursable figure for airfare, hotel and other related expenditures for each director, based on average costs posted on travel websites and past expenditures.

##### GOAL 1 MEASURE

When we have figures that have been reviewed by Inc and agreed upon for publication.

##### GOAL 1 TIMING

We will start now after all budget calls are complete and review through the year to be completed by December 2023, sooner if possible.

##### GOAL 1 MAJOR MILESTONES

##### GOAL 2 STATEMENT

Follow up on remaining chapter sponsorship menus. We have

received quite a few but there are some stragglers.

##### GOAL 2 MEASURE

When we have received menus from all chapters.

##### GOAL 2 TIMING

To be completed within the first quarter of 2023 if not sooner

##### GOAL 2 MAJOR MILESTONES

#### COMMENTS

A reminder to all chapters that beginning in 2023, NEWH Inc will start taking 20% of all fundraising proceeds which was suspended in 2019 due to Covid. The chapter will continue to put a minimum of 65% of remaining proceeds in a scholarship account and the rest will go to admin.

As we begin planning the leadership Conference, Susan, Jena and I will keep an oversight on income and expenditures to assure we stay in budget.

BANK BALANCES	
account balances as of 09/30/2022	
General	\$ 324,408.42
Scholarship	190,964.21
Cliff Tuttle Scholarship	7,965.12
Money Market (cash reserve fund)	297,279.40
Long Term Reserve Account	506,188.34
Checking Reserve Account	7,311.01
CD	100,000.00
NEWH, Inc. acct in Canada (10/30/20)	CAD 10,696.43
NEWH Canada, Inc.	CAD 89,767.31
NEWH Canada, Inc. Scholarship	CAD 12,349.86
NEWH, Inc. acct. in London	GBP 27,932.86

Chapter	Updated Signature Cards 2023	Regional Tradeshow Monies transferred to Scholarship Acct in 2022	Fundraising/Donation/Interest Monies transferred to Scholarship Acct in 2022	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund
Arizona			30,231.50	33,593.57	12/31/22	42,421.62	12/31/22	
Atlanta		43,808.21	26,406.17	172,075.65	12/31/22	134,568.21	12/31/22	
Chicago			34,030.21	138,711.60	12/31/22	117,591.18	12/31/22	
Dallas		33,874.88	61,200.00	156,084.38	12/31/22	152,343.28	12/31/22	
Las Vegas			14,738.21	55,345.25	12/31/22	67,197.21	12/31/22	
Los Angeles Founding			1,500.00	81,491.98	12/31/22	35,888.13	12/31/22	
Milano				€ 16,650.30	12/31/22			
New York			11,257.19	212,605.54	12/31/22	129,098.93	12/31/22	
North Central			10,109.68	64,455.87	12/31/22	41,942.67	12/31/22	
Northwest		26,733.93	17,901.24	185,862.45	12/31/22	103,219.30	12/31/22	
Paris								
Rocky Mountain		21,865.33		103,360.20	12/31/22	50,241.93	12/31/22	
San Francisco Bay Area			9,455.54	52,020.99	12/31/22	217,939.73	12/31/22	
South Florida		18,820.90	12,925.51	108,699.33	12/31/22	78,209.95	12/31/22	
Sunshine		42,881.74	21,266.77	147,637.91	12/31/22	169,908.00	12/31/22	
Toronto				CAD 29,631.41	12/31/22	CAD 27,172.88	12/31/22	CAD 7,843.44
United Kingdom				£ 19,102.83	12/31/22	£ 18,509.74	12/31/22	
Washington DC Metro			84,362.13	168,193.83	12/31/22	190,230.91	12/31/22	
<u>Regional Groups</u>								
Atlantic City				33,725.46	12/31/22	45,338.12	12/31/22	
Cincinnati				21,178.65	12/31/22	6,197.54	12/31/22	
Hawaii				11,927.81	12/31/22	27,272.76	12/31/22	
Houston			3,864.22	24,488.28	12/31/22	74,129.73	12/31/22	
Mid-South				1,000.00	12/31/22	14,500.64	12/31/22	
New England				7,089.90	12/31/22	13,512.12	12/31/22	
North Carolina				10,413.75	12/31/22	9,583.17	12/31/22	
Orange County				1,536.88	12/31/22	60,413.66	12/31/22	
Pittsburgh				8,178.05	12/31/22	8,109.00	12/31/22	
South Carolina				2,861.48	12/31/22	3,719.04	12/31/22	
San Diego						19,386.01	12/31/22	
Vancouver						35,524.93	12/31/22	
Virginia						12,138.03	12/31/22	

**2023 PROPOSED INCOME/EXPENSE STATEMENT**

	INCOME	EXPENSE
<b>President</b>	-	18,718.00
<b>President Elect</b>	-	2,500.00
<b>Past President</b>	-	3,900.00
<b>Executive Adviser</b>	-	4,878.00
<b>Secretary</b>	-	3,400.00
Board Training	-	16,160.00
<b>Vice President Finance</b>	-	4,980.00
Fundraising	95,000.00	1,500.00
Travel / Delegate	-	10,000.00
<b>Vice President/Scholarship</b>	-	2,500.00
Scholarship	-	5,750.00
Ageless Living Collaborative	10,090.00	10,090.00
BrandED	-	17,250.00
Clifford Tuttle Scholarship	6,000.00	6,475.00
Elite Expositions	5,000.00	5,825.00
Green Voice Scholarship	15,000.00	18,100.00
HDAC Scholarship	10,000.00	10,180.00
ICON Scholarship	5,000.00	15,490.00
NEWH Leadership Scholarship	15,000.00	17,590.00
Vendor Scholarship	27,500.00	31,000.00
Women Leaders in Hospitality Scholarship	5,000.00	6,525.00
<b>Vice President/Education</b>	-	2,150.00
Education	-	2,000.00
ED Online	-	22,000.00

Green Voice Education	50,000.00	9,100.00
BrandED Events	90,000.00	73,950.00
POWERTalks	-	-
<b>VP/Development</b>	-	2,300.00
Membership	388,872.00	184,275.77
NEWH Conferences	211,500.00	46,600.00
<b>VP/Communications</b>	-	2,400.00
Social Media	-	2,223.00
<b>VP/EID</b>	-	2,800.00
Diversity	-	9,000.00
<b>Administration</b>	200.00	1,185,246.32
Corporate Partner Development	800,000.00	50,700.00
Founders Circle	-	15,000.00
Programming/Virtual	-	-
Marketing	200,000.00	201,100.00
NEWH Awards	-	17,650.00
Tradeshows/USA	-	28,575.00
Tradeshows/Regional	1,073,214.00	757,425.00
NEWH Governing Board Mtg.	-	16,400.00
Printed Collateral	-	12,400.00
Website	14,000.00	148,500.00
Bank/Credit Card	-	10,500.00
	3,021,176.00	3,015,106.09

2022 CORPORATE PARTNERS	level	partner since
<b>Durkan/Mohawk Group Hospitality</b>	Benefactor	1995
<b>Fabricut Contract/S. Harris</b>	Benefactor	2004
<b>Milliken Floor Covering</b>	Benefactor	1996
<b>Signature</b>	Benefactor	2005
<b>ULSTER</b>	Benefactor	2003
<b>Arteriors Contract</b>	Supporting	2013
<b>Bernhardt Hospitality</b>	Patron	2012
<b>Brintons</b>	Patron	2010/2016
<b>EMERALD / Hospitality Design – Boutique Design</b>	Patron	2001
<b>Encore Hospitality Carpet</b>	Supporting	2019
<b>Installation Services Group</b>	Patron	2010
<b>KB Contract</b>	Patron	2022
<b>P/Kaufmann Contract</b>	Patron	2011
<b>PTY Custom Lighting</b>	Patron	2022
<b>Valley Forge Fabrics</b>	Patron	2019
<b>American Atelier, Inc.</b>	Supporting	2011
<b>American Leather</b>		2008/2023
<b>Artline Group</b>	Supporting	2018
<b>Ashley Lighting, Inc.</b>	Supporting	2012
<b>Chapman Hospitality Lighting</b>	Supporting	2021
<b>Crossley Axminster</b>	Supporting	2022
<b>Crypton + Nanotex</b>	Supporting	2014
<b>Delta Faucet Company</b>	Patron	2014
<b>Down Etc.</b>	Supporting	2019
<b>Electric Mirror</b>	Supporting	2008/2023
<b>Fairmont Designs</b>		2020/2023
<b>Kimball Hospitality</b>	Supporting	1994/2016

<b>Lily Jack</b>	Supporting	2011
<b>Mandy Li Collection</b>	Supporting	2011
<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/Gabby 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>WALTERS</b>	Supporting	2012

## DIRECTOR/FUNDRAISING

### BRITTANY JOHNSON

#### 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 2023

##### GOAL 1 STATEMENT

Engage with all chapters, providing consistency and support through the calendar year.

##### GOAL 1 MEASURE

- Set and execute 4 quarterly calls along with other finance positions.
- Provide best practices and knowledge sharing for the chapters
- Get to know the chapter fundraising chairs through quarterly meetings and additional communications as needed.

##### GOAL 1 TIMING

Start in January, continue through calendar year.

##### GOAL 1 MAJOR MILESTONES

- January- Connect with Inc. and other finance leaders to set chapter calls
- Q1-Q4 – participate in agenda setting and leading calls
- Mid-year reach out individually to the chapters for additional support

##### GOAL 2 STATEMENT

##### GOAL 2 MEASURE

##### GOAL 2 TIMING

##### GOAL 2 MAJOR MILESTONES

##### COMMENTS

## 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 2023

##### GOAL 1 STATEMENT

Form a scholarship committee

##### GOAL 1 MEASURE

When we are able to have a group of people dedicated to a monthly or quarterly meeting to help us achieve our objectives

##### GOAL 1 TIMING

Started 2022 without success—starting new strategy for 2023

##### GOAL 1 MAJOR MILESTONES

Received chapter board list from Shelia to reach out to Exec Advisors/Past Presidents to keep them involved in NEWH

##### GOAL 2 STATEMENT

Form a group of past scholarship recipients that can help us attract and influence future recipients. Hold group receptions at trade shows

and invite students along with past recipients for networking purposes. Work with marketing to help with a name for the group as well as trade show coordinators to make sure we are positioning the group in the best way.

##### GOAL 2 MEASURE

We will have achieved a beginning (starter size) group when we are successful in holding networking events and promoting our past recipient group.

##### GOAL 2 TIMING

Immediately so we can be ready for HD in May

##### GOAL 2 MAJOR MILESTONES

A successful kickoff event at HD and a better attended event at BDNY. We will continue to use marketing techniques to grow the group, and ultimately promote scholarship on a larger level.

**COMMENTS**

We have had a hard time getting people to commit to the committee. We ask every group when we hold an application training. Hopefully

by targeting chapter people who are timing out and still want to be involved we will have some success.

**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.

**NOVEMBER 2022**

**GOAL 1 STATEMENT**

Create a monthly committee to review the state of student outreach and out scholarship applications. The goal of the committee will be to take a hard look at how we are reaching students and examine if we need to pivot to create more meaningful connections with students. The committee will be a group of board members and members who are passionate about scholarship.

**GOAL 1 MEASURE**

Through our monthly meetings and brainstorming sessions, we will identify any key gaps in our outreach. Once these gaps have been identified, we will put into action a plan and share with the chapters.

**GOAL 1 TIMING**

- January 2023- June 2023 – Committee Meetings to identify gaps
- June 2023 – Dec. 2023 – Identification of gaps and implementation of action items.

**GOAL 1 MAJOR MILESTONES**

The committee aims to review the following:

- Past outreach methods – How are they working now post-pandemic?
- Communication with students – Are we speaking their language?

- Scholarship Applications – What has changed post-pandemic?
- Student Engagement – What value are we offering students at the chapter level?

**GOAL 2 STATEMENT**

Continue with the scholarship training each year for the chapters to help build skills and institutional knowledge regarding the application process that can be passed down year after year.

**GOAL 2 MEASURE**

Every chapter will receive a training by the end of the year

**GOAL 2 TIMING**

Feb. 2023-Dec.2023

**GOAL 2 MAJOR MILESTONES**

We will refresh the application training powerpoint and include new and relevant information as well as new scholarship application examples.

**COMMENTS**

Overall, we have heard from chapters that the amount of scholarship applications are less in the past couple of years. We have also heard that students are not engaging with many of our chapters as easily as they did before. This is a good opportunity to take a look at how our student outreach was in pre-pandemic and how our chapters can pivot to what the students want and need post-pandemic to help re-engage our student community.

**2022 SCHOLARSHIPS AWARDED BY CHAPTER**

Chapter	2022	total # of awards	Total Given
Arizona	9,000.00	133	146,050.00
Atlanta	50,000.00	184	473,865.00
Atlantic City/Philadelphia	2,500.00	17	57,000.00
Chicago	40,000.00	171	566,573.73
Cincinnati Region	5,000.00	8	20,500.00
Dallas	25,000.00	218	535,200.00
Hawaii Region	-	4	8,000.00
Houston Region	15,000.00	153	265,625.00
Las Vegas	30,000.00	200	542,604.92
Los Angeles Founding Chapter	23,500.00	388	963,598.00
Mid-South	-	4	10,000.00
New England Region	-	45	66,250.00
New York	40,000.00	271	812,500.00
North Carolina Region	5,000.00	7	22,500.00
North Central	12,000.00	57	114,000.00
Northwest	25,000.00	69	279,963.64
Orange County Region (Southern Counties)	6,000.00	75	111,650.00
Pittsburgh Region	2,500.00	8	21,000.00
Rocky Mountain	5,000.00	63	167,200.00
San Diego Region	-	3	3,000.00

San Francisco Bay Area	40,000.00	51	295,000.00
South Carolina	-	3	7,500.00
South Florida	20,000.00	120	250,450.00
Sunshine	35,000.00	100	338,500.00
Toronto	3,000.00	71	CAD 135,513.00
United Kingdom	6,000.00	36	GBP 54,750.00
Vancouver	3,000.00	10	CAD 25,000.00
Virginia Region	-	8	16,500.00
Washington DC Metropolitan	70,000.00	179	788,300.00
Ageless Living Collaborative	10,000.00	1	10,000.00
Clifford Tuttle Scholarship	5,000.00	9	45,000.00
Elite Expositions/Cruise Ship Interiors	5,000.00	4	20,000.00
Future Hospitality Leaders Scholarship	-	3	15,000.00
Green Voice Design Competition	15,000.00	13	75,000.00
HDAC Diversity Scholarship	10,000.00	3	10,000.00
NEWH BrandED/Accor	-	1	7,500.00
NEWH BrandED/Hilton	-	1	7,500.00
NEWH BrandED/Holland America	7,500.00	1	7,500.00
NEWH BrandED/Hyatt	7,500.00	1	7,500.00
NEWH BrandED/IHG	-	1	7,500.00
NEWH BrandED/Marriott International	7,500.00	2	15,000.00
NEWH ICON of Industry	7,500.00	27	135,000.00
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	13	65,000.00
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	10	100,000.00
NEWH Vendor – Fabricut FR-One	5,000.00	15	61,000.00
NEWH Vendor – P/Kaufmann	10,000.00	5	50,000.00
NEWH Vendor – Séura	-	4	12,000.00
NEWH Vendor – Symmons	-	6	24,000.00
NEWH Vendor – Woodcraft Design Competition	-	3	15,000.00
NEWH Vendor – Yellow Goat	5,000.00	1	5,000.00
<b>TOTALS</b>	<b>\$ 589,762.52</b>	<b>2814</b>	<b>USD \$ 7,973,323.05</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 2023

##### GOAL 1 STATEMENT

Ensure all committees (GreenVoice, EDOnline, and BrandED) have the necessary resources (human and organizational) to execute successful programs through 2023.

##### GOAL 1 MEASURE

When each branch of the Education team has achieved their goals

##### GOAL 1 TIMING

Jan 1 to Dec 31, 2023

##### GOAL 1 MAJOR MILESTONES

1. Filled open Chair position on BrandED team by Jan 5
2. Filled 20% of Green Voice Chair positions at the Chapter level
3. Have each membership stakeholder group represented on the EDOnline committee

##### GOAL 2 STATEMENT

Fill all sponsorship slots for GreenVoice and BrandED with a healthy waitlist for years ahead.

**GOAL 2 MEASURE**

1. When we have 6 sponsors for BrandED
2. When we have 5 sponsors for GreenVoice
3. When each segment has a waitlist of 3 minimum sponsors

**GOAL 2 TIMING**

Dec 7th 2022 to Dec 31 2023

**GOAL 2 MAJOR MILESTONES**

1. Confirm sponsor renewals for each
2. Work with INC for leads on potential new sponsors

3. Obtain commitments with agreements for 2023
4. Built a waitlist via networking

**COMMENTS**

Looking forward to a fantastic year ahead

**GOAL STATUS**

Our goals in 2022 were essentially to build out our team, its structure, and fill open areas of expertise needed to bring greater value to EDOonline and Green Voice. Our key Voice competition is a great and growing opportunity, and we can all help spread the word about this at the chapter, national, and international level.

**DIRECTOR/EDUCATION**

---

**DALLAS BENTLEY**

**Job Purpose**

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

**JANUARY 2023**

**GOAL 1 STATEMENT**

Execute new "Summer Release" educational program centering around Hospitality 101 – things new designers need to know.

**GOAL 1 MEASURE**

When we have created a new educational program and delivered by the end of summer 2023.

**GOAL 1 TIMING**

Start: 11/2022  
End: 8/30/2023

**GOAL 1 MAJOR MILESTONES**

- Solicit feedback from 3 designers on what new designers need to know to determine list of topics.
- Conduct audit of designers and vendors for existing educational contact relative to topics.
- Evaluate and create limited new educational content (E.g. video, written guide, recorded discussion).
- Publish a glossary of terms related to hospitality design.
- Publish Hospitality 101 summer of 2023 (could be virtual).

**GOAL 2 STATEMENT**

Maintain and promote EDOonline web program to membership and chapters boards, corporate partners, and TOP ID design firm winners.

**GOAL 2 MEASURE**

Establish a certain number of touch points – e.g., eblasts, social posts, as well as touch point reach outs to board directors, corporate partners and TOP ID firms.

**GOAL 2 TIMING**

1/2023 until 12/31/2023

**GOAL 2 MAJOR MILESTONES**

- Eblast schedule and social media posting schedule with content copy – 2/1/2023.
- Corporate Partner contacts – 5/2023.
- TOP ID and Chapter conversations by 8/2023.

**COMMENTS**

**DIRECTOR/BRAND PROGRAMS**

---

**TERI UROVSKY**

**Job Purpose**

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

**JANUARY 2023**

*No report submitted for January Board Meeting.*

**CHAIR/ED ONLINE**

---

**Allie Burski**

**Job Purpose**

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

**JANUARY 2023**

**GOAL 1 STATEMENT**

Create of glossary of Industry Terms to be used as a resource for early-career Hospitality designers (out of school or moving from contract).

**GOAL 1 MEASURE**

Goal will be achieved when peer reviewed and loaded onto EDOonline.

**GOAL 1 TIMING**

Starting immediately by crowd sourcing content from our network.

**GOAL 1 MAJOR MILESTONES**

Establish first draft of list by March 2023.

**GOAL 2 STATEMENT**

Collect examples of good & "bad" Hospitality material specifications in key product categories to be used to help train early career

**GOAL 2 MEASURE**

This will be an ongoing project to keep content relevant and up to date, however, we are targeting specs from 3-4 product types as a first goal. Examples include:

- a. Lighting (portable and fixed)
- b. Fabrics, drapery
- c. Artwork
- d. Seating
- e. Case goods
- f. Flooring

**GOAL 2 TIMING**

Starting to crowd source our network immediately.

**GOAL 2 MAJOR MILESTONES**

Upload first 1 specification by February and additional specs ongoing through the first half of 2023.

**COMMENTS**

These goals support the primary 2023 objective in the EDOnline team, developed after widespread industry feedback suggested that there are many interior designers working who do not fully understand the nuances associated with Hotel specific design. Designers we spoke to from brands and firms have suggested that education material focused on these hospitality specific concepts would be highly valuable to them, so this is where we focus for 2023.

Objective: Develop educational materials aimed at reducing the learning curve for early-career Hospitality designers (out of school or moving from contract). We are reaching out to a variety of industry contacts to gather examples of materials that will highlight the specific needs of Hospitality interiors.

Content type will likely include: glossary of terms, large repertoire of example specifications/drawings, etc, and 101 training presentations that will be offered in digital formats, as well as in person events.

**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 2023**

**GOAL 1 STATEMENT**

To continue to encourage chapters/regional groups to elect/appoint and EID Director. To continue to educate EID Directors and Executive Board Members on EID.

**GOAL 1 MEASURE**

We will measure this when chapters/regional groups have an EID Director on their board. Also we will measure the chapters regarding the education as it becomes very naturally for them with EID and it is woven into chapter boards, events and scholarships

**GOAL 1 TIMING**

January 2023 to December 2023

**GOAL 1 MAJOR MILESTONES**

The milestone will be to have all chapters with an EID Director by the end of the year. We will reach out to chapters that do not have an EID Director and talk to them about EID and see if they are interested in having an EID Director. For some reason if they are not able to get an EID Director, to inform them of the website and

the documents that the EID Committee has created and partnered with other disciplines, such as Membership Guidelines, Chapter events, etc.

**GOAL 2 STATEMENT**

Continue to have successful in-person EID Dialogues at tradeshow and to encourage chapters to have an EID dialogue event in their region

**GOAL 2 MEASURE**

When our EID Dialogues become just part of the shows like Green Voice and other disciplines

**GOAL 2 TIMING**

HD EXPO 2023 and BDNY 2023 and also regional tradeshow. We will measure these with Chapters by the EID Directors reporting out at our monthly meetings

**GOAL 2 MAJOR MILESTONES**

**COMMENTS**

**DIRECTOR/EQUITY, INCLUSION, and DIVERSITY**

**VALERIE COLEMAN/Director**

**Job Purpose**

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

**JANUARY 2023**

**GOAL 1 STATEMENT**

No major updates since the Nov 2022 report to the IBOD.

The EID Dialogue session at BDNY show was a success. Topic was "The Significance of Designing Beyond ADA Stereotypes." Had a booth full of attendees, 3 panelists (Jennifer Pandola (General Manager, Residence Inn Boston Cambridge, MA) , Aaron Anderson, Contributor – The 26 Co (hotel development), Sandy Benitez, Principal Design Atelier (Interior Design firm)), and Lanee Burns and myself moderated the panel. Received feedback that people would

like to see this segment continued at future conference/trade show events.

Held final EID committee meeting for year-end 2022 on 12/15/22 – recapped year events, thanked members for serving, shared names of the incoming EID Directors for 2023.

**GOAL 1 MEASURE**

No Comment. Will evaluate for strategic planning mtg for EID committee on 1/28/2023

**GOAL 1 TIMING**

No Comment. Will evaluate all goals for strategic planning mtg for the EID committee on 1/28/2023

**GOAL 1 MAJOR MILESTONES**

see Nov. 2022 EID Committee Directors Report for details.

**GOAL 2 STATEMENT**

**GOAL 2 MEASURE**

**GOAL 2 TIMING**

**GOAL 2 MAJOR MILESTONES**

**COMMENTS**

Several EID directors from 2022 will remain; several new EID directors joining us in 2023. Looking forward to welcoming all and planning for our strategic planning session on 1/28/2023.

**VP/DEVELOPMENT**

**MONICA MEADE**

**Job Purpose**

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

**JANUARY 2023**

**GOAL 1 STATEMENT**

Collaborate with NEWH Inc office and trade show vendor to confirm location and hotel for 2024 LC conference.

**GOAL 1 MEASURE**

This will be confirmed once we have a secured the venue and date.

**GOAL 1 TIMING**

goal started – have confirmation by end of Jan 2023

**GOAL 1 MAJOR MILESTONES**

**GOAL 2 STATEMENT**

Create the session and panel content for the 2024 LC conference.

**GOAL 2 MEASURE**

This goal will be completed once we have identified panels, speakers for the LC.

**GOAL 2 TIMING**

goal has started and confirmed panel agenda and speakers confirmed by end of Sept 2023

**GOAL 2 MAJOR MILESTONES**

Agenda – create the subject matter for the panels and sessions for the LC.

- reach out to the EC VP’s to get input on panel ideas and speaker recommendations for their specific areas.
- create the list of panel ideas, narrow down and create the titles and descriptions
- create list of potential speakers for conference and related panels

**COMMENTS**

**DIRECTOR/MEMBERSHIP**

**NATASHA ASHAR**

**Job Purpose**

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

**JANUARY 2023**

*No report submitted for January Board Meeting.*

**MEMBERSHIP REPORT BY CHAPTER**

chapter	November 1, 2022	11/1/2022 w/ Students	2023 to date	2023 to date w/ Students	% of Change since November 2022 meeting w/o students	2023 non renewals		2023 new members/ past returning		voting members	non voting	students
	Students are not reflected											
Arizona	135	169	150	177	11%	2	1.3%	10	7.4%	119	31	27
Atlanta	334	492	388	499	16%	4	1.2%	13	3.9%	249	139	111
Chicago	252	328	277	325	10%	3	1.2%	10	4.0%	201	76	48
Dallas	333	447	375	464	13%	2	0.6%	12	3.6%	277	98	89
Las Vegas	188	250	199	243	6%	1	0.5%	2	1.1%	140	59	44
Los Angeles Founding	208	257	230	256	11%	5	2.4%	12	5.8%	178	52	26
Milano	89	89	80	83	-10%	0	0.0%	5	5.6%	74	6	3
New York	346	435	350	430	1%	5	1.4%	15	4.3%	260	90	80
North Central	172	296	163	291	-5%	2	1.2%	2	1.2%	96	67	128
Northwest	161	214	159	212	-1%	2	1.2%	4	2.5%	126	33	53
Paris	17	20	15	18	0%	0	0.0%	0	0.0%	14	1	3
Rocky Mountain	161	210	153	202	-5%	3	1.9%	4	2.5%	122	31	49

San Francisco Bay	188	241	183	241	-3%	1	0.5%	7	3.7%	133	50	58
South Florida	204	268	201	267	-1%	4	2.0%	4	2.0%	163	38	66
Sunshine	198	277	199	295	1%	2	1.0%	6	3.0%	163	36	96
Toronto	129	273	122	283	-5%	1	0.8%	0	0.0%	91	31	161
United Kingdom	132	148	124	140	-6%	1	0.8%	0	0.0%	107	17	16
Washington DC Metro	285	351	277	345	-3%	6	2.1%	3	1.1%	220	57	68
Atlantic City/Philadelphia	103	154	104	147	1%	3	2.9%	4	3.9%	73	31	43
Cincinnati Region	66	80	67	77	2%	0	0.0%	2	3.0%	38	29	10
Houston Region	101	184	118	185	17%	1	1.0%	0	0.0%	73	45	67
Mid-South Region	126	215	149	215	18%	1	0.8%	4	3.2%	88	61	66
New England Region	116	134	126	137	9%	1	0.9%	4	3.4%	86	40	11
North Carolina Region	68	110	67	111	-1%	0	0.0%	3	4.4%	50	17	44
Orange County Region	85	120	94	131	11%	0	0.0%	10	11.8%	75	19	37
Pittsburgh Region	43	56	46	60	7%	0	0.0%	2	4.7%	32	14	14
Regional Members	51	56	48	53	-6%	1	2.0%	1	2.0%	37	11	5
South Carolina Region	31	37	32	41	3%	0	0.0%	1	3.2%	27	5	9
Vancouver Region	76	151	76	155	0%	0	0.0%	2	2.6%	67	9	79
edited 13-January-2023	4398	6062	4572	6083	4%	51	1.2%	142	3.1%	3379	1193	1511

Regional Areas	2023	2022	2021	2020	2019	Regional Areas	2023	2022	2021	2020	2019
Arkansas	2	2	2	2	2	Israel	1	1			
Asia/Pacific	12	13	9	4	1	Kansas	0	0	1	0	0
Atlantic Canada	1	1				Michigan	2	2	2	3	4
Germany	1	1				Missouri/St. Louis	12	14	16	12	8
Hawai'i	5	5				Oklahoma	3	4	5	5	6
Idaho	1	1				San Diego	0	1			
India	0	1	1	0	0	Spain	0	0	2	1	0
Indiana	11	11	8	6	6	Virginia	2	2		2	3

## DIRECTOR/NEWH CONFERENCES

### SHANA MCCULLOUGH-DOWNING

#### Job Purpose

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

#### JANUARY 2023

#### GOAL 1 STATEMENT

Develop a Team with key core individuals

#### GOAL 1 MEASURE

We will have a few key members that have committed to joining the team.

#### GOAL 1 TIMING

I will start the goal in mid-January after my first conference call, so I understand the role and what needs to be accomplished.

#### GOAL 1 MAJOR MILESTONES

Develop a team and assign tasks within each committee member.

#### GOAL 2 STATEMENT

Create a task/to do list

#### GOAL 2 MEASURE

I will have a set of goals to achieve within a specific timeline.

#### GOAL 2 TIMING

Mid-January and this will be a rolling goal with ending each task within its time frame. Re-evaluating monthly.

#### GOAL 2 MAJOR MILESTONES

#### COMMENTS

I am very excited to join the Inc Board and looking forward to the adventure ahead!

## 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.

#### NOVEMBER 2022

#### GOAL 1 STATEMENT

To communication through various platforms the mission of NEWH,

Inc. along with our programs, scholarships, fundraising goals, education, international events and the diversity of our organization.

**GOAL 1 MEASURE**

Ongoing

**GOAL 1 TIMING**

Ongoing

**GOAL 1 MAJOR MILESTONES**

Increase our followers and fundraising based on our continual message not only within the hospitality industry but outside the industry

**GOAL 2 STATEMENT**

Increase our following to 10,000 by continuing to provide valuable content for our followers, members and people around the globe

**GOAL 2 MEASURE**

We will have 10,000 followers

**GOAL 2 TIMING**

goal starts 1.1.23 and ends 1.1.24

**GOAL 2 MAJOR MILESTONES**

When we hit 8,000 we will know we are well on our way

**COMMENTS**

**DIRECTOR/SOCIAL MEDIA**

**TODD FULLER/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 2023**

**GOAL 1 STATEMENT**

Initiate monthly calls open to chapter level VP of Development, Directors of Marketing, and Internet Communications Chair. Following the lead of the EID Committee, I would like to implement this for Social Media as well. We need to collaborate on content and current trends.

**GOAL 1 MEASURE**

When all the Social Media Zoom calls are set up.

**GOAL 1 TIMING**

This goal will begin in Jan 2023 and will continue indefinitely.

**GOAL 1 MAJOR MILESTONES**

- Jan 2023, establish dates each month for the calls to occur
- Jan 2023, set up the Zoom meetings
- Jan 2023, invite all VP of Dev, Dir of Marketing, and Social Media Chairs

**GOAL 2 STATEMENT**

Increase Instagram and LinkedIn following to 10,000 followers. We

have had good gains over the last year, but with a distribution list of over 20,000, we have a lot of potential.

**GOAL 2 MEASURE**

When we have 10,000 followers on Instagram and LinkedIn

**GOAL 2 TIMING**

We started this goal last year (maybe earlier). Ideally, it would end this year.

**GOAL 2 MAJOR MILESTONES**

- Jan 31, 2023, Instagram following at 4,000
- April 30th, 2023, Instagram at 6,000 followers
- Aug 30th, 2023, Instagram and LinkedIn at 8,000 followers
- Dec 31st, 2023, Instagram and LinkedIn at 10,000 followers
- Everyone in this meeting should follow NEWH, Inc. on LinkedIn and Instagram. Please follow and remind your chapter members to follow as well.

**COMMENTS**

**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 2023**

*No report submitted for January Board Meeting.*

**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 2023**

With the backdrop of the continued war in Europe and huge increases in energy prices it is reassuring to see that the market activities continue to be busy, particularly across the commercial and hospitality sectors.

Some of this can be contributed to pent up demand post pandemic, and it is good to see many new hotel developments planned across Europe, particularly in the 5 star luxury sector. However, there is a level of

uncertainty and so it will be interesting to see how the year develops.

For NEWH the positive news is that the Paris Chapter will be hosting a breakfast at Maison + Objet this month, the exhibition back at its regular time of year for the first time since 2020. In addition, they will be hosting a cocktail evening in conjunction with Timorous Beasties to coincide with both Maison + Objet and Deco Off, and then NEWH have been invited to a design event at the British Embassy in Paris. This all follows on from the first live “La Pause” talk that took place at Equip Hotel in Paris in November. The positive news is that these functions will help raise the profile of NEWH in France.

Other industry exhibitions like Heimtex in Frankfurt, Germany, and Domotex in Hannover, Germany will be taking place again in January for the first time in 3 years and Salone de Mobile in Milan will return in April so plenty of opportunity for the industry to start networking once again!

Membership in the UK continues to hold relatively steady with new members replacing those whose subscriptions have lapsed, and Milan is still in a strong position after fantastic growth from its inception. The Paris chapter seems to have a more robust Board and it is hoped with the planned events early in 2023 it will set the platform for further growth.

After a very successful year for NEWH in the UK in 2022, which included celebrating the 20th anniversary, Kathryn Quinn will be taking

over from Libby Bull as President. Coupled with that there are a number of new Board members joining the team, which will ensure that a fresh outlook develops as we try and create a sustainable succession plan. There are numerous events planned for 2022 starting with a hotel tour at The Other House and continuing the Postcard Auction which debuted last year and will become one of the four signature events for the year. These events are tagged as those with the opportunity to raise the most scholarship money.

As part of the goal of raising the profile of NEWH in Europe we will be launching the BrandED programme across the continent. Emma King from IHG, and Ngahua Damerell from Accor Hotels are now Brand Ambassadors for NEWH and the objective is to hold three events at hotels from IHG (hopefully the Intercontinental Hotel, Rome which opens in Spring 2023), Accor (hopefully the Raffles Hotel in London which is due to open in Summer 2023), and a third, yet to be determined.

NEWH continues to be supported by our collaborations with industry organisations in Europe. This includes our association with HOST Milano, and Salone de Mobile in Milan, Equip Hotel, and Maison + Objet in Paris, and HIX, and Cruise Ship Interiors Expo in London. In addition, NEWH continues to be promoted in both SPACE and Hospitality Interiors magazines.

## 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 2023

##### GOAL 1 STATEMENT

I will await goals of President to be assigned.

##### GOAL 1 MEASURE

TBD

##### GOAL 1 TIMING

TBD

##### GOAL 1 MAJOR MILESTONES

TBD

##### GOAL 2 STATEMENT

Training incoming Director of Conferences

##### GOAL 2 MEASURE

Monitoring progress & involvement along with day of conference performance

##### GOAL 2 TIMING

Jan 2023 – Mar/April 2024

##### GOAL 2 MAJOR MILESTONES

- Manual completion
- Run of Show completion

##### COMMENTS

## 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 2023

*No report submitted for January Board Meeting.*

## NEWH STAFF

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

### 2023 BOARDS

**Mandatory Discipline Training** – All voting board directors will receive an email to participate in the mandatory discipline training review for their respective position by end of January. Review needs to be complete by end of February. (The links will 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 will also be emailed the training links. 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 are not required to return a completed question sheet. (NOTE: Though many current board members are remaining in their board position for 2023, participation is still required in the mandatory reviews.)

**Ensure a Smooth Transition into 2023** – 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 2023 budget should be reviewed and approved and submitted with your chapter business plan (no later than February 15). 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 in the January and February Dues Report a decrease in your student members and an increase in your associate members. Student members who graduated in 2022 will receive a courtesy associate membership in 2023. 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 2023 events 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!

### EVENTS

**Event Calendar** – As soon as you have solid 2023 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. As you are planning 2023 events, to avoid board burnout, focus on a few high-quality events instead of many events. Fill in 'off' months with simple sundowners or no host/no sponsorship networking events at local establishments that perhaps were newly renovated - see if they will offer tours.

**Corporate Partner banner** – A 2023 corporate partner banner and TopID banner was sent to every Canadian/US chapter/region. It is required to be displayed at all events. Remember to thank partners as well as individual event sponsors. Slides are available of the partner logos to incorporate into event sponsor PowerPoints running at events and available in the Board Resources section of

**Sponsorships** - Companies are reaching out asking about 2023 sponsorship opportunities. Now is the time to get notification of your 2023 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.

### 2023 Regional Tradeshows

- Los Angeles, CA February 23, 2023
- Bethesda, MD September 7, 2023
- Minneapolis, MN October 5, 2023
- Dallas, TX October 19, 2023
- Chicago, IL- TBA

2024 Leadership Conference - Stay tuned for announcement of venue/location very soon!

## SCHOLARSHIP

**Scholarship awards:** While planning your 2023 scholarship budgets, keep in mind your 2022 fundraisers. If in 2022 you had a successful fundraiser, go back to the typically suggested 50% of your scholarship fund. If in 2022, 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.

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

**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 its 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.

**Canva:** NEWH Inc. has advised chapters and regional groups to set up their own Canva accounts to assist in designing and scheduling their social media posts. If your chapter/regional group has not set up this account yet, please reach out to the NEWH office to obtain the paperwork.

## FINANCE

### Banking

- Signature card process is underway. Please be on the look out for emails from Denise 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. (credit cards not accepted)

- For more information, contact Susan.  
[Susan.huntington@newh.org](mailto: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 through a link, QR Code or text.
- For more information and to get a donation text or QR code, contact [susan.huntington@newh.org](mailto: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!
- 2023 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**

- 2023 budgets should be progressing and are due mid-February. If you have not received a budget template, please reach out to [susan.huntintgon@newh.org](mailto:susan.huntintgon@newh.org).

- 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, NEWH, Inc. did not take their 20% of chapter fundraising proceeds. This will be reinstated for 2023.
- NEWH, Inc. has decided to absorb the ASCAP and BMI costs and will no longer be passing that fee onto the Chapter.
- 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 – Erika Swansen or Hillary Eggebrecht
- Board Training – Erika Swansen
- Compliance/Raffles/Auctions in your state: Susan Huntington and Denise Huntington
- Programming/Fundraising – Diane Federwitz; Event RSVPs – Denise Huntington and Julie Hartmann
- Regional Tradeshows/Corporate Partners/Leadership Conference – Jena Seibel or Kate Nesbitt
- Green Voice – Hillary Eggebrecht
- BrandED – Kate Nesbitt
- Marketing/Social Media – Hillary Eggebrecht
- Website/Newsletters – Diane Federwitz
- NEWH Magazine – Shelia Lohmiller
- Ethics – Shelia Lohmiller
- Other questions – just call, we would be glad to help! 800-593-6394

## CHAPTER REPORTS

### ARIZONA

Adelita Rosenberg, delegate

*chartered May 5, 1995*

#### MEMBERSHIP

2022 has been a very successful year for the group. We will be closing out the year with 164 members. As we look to 2023 we are going to build upon that success. Increased board activity, engaging events, and member follow up will be key for us as we look to grow in 2023. We are very excited about our board and seat members as it is the largest we have had in Arizona. We hope to continue to work as a team in our outreach efforts. A keynote is that we will be hosting a dedicated membership drive event. We have always considered all of our events as membership drives, but we feel that we will be able to capture more new members with a spotlight event where we can utilize targeted marketing.

#### PROGRAMMING

The team really did an amazing job for 2022 Programming. For 2023 we would like to continue this momentum by increasing member involvement at events. The more engagement we have the more the members talk about the events and create the atmosphere/feeling of "Not wanting to miss out". Social media activity was a focus of 2022 and reflecting at the end of the year has been worth the effort. Instagram has grown to 1012 followers. 2023 POST and ENGAGE! A very important aspect for 2023 is the reflection of success and improvement for all of our events and how to build upon them for 2023. The team is continuing to work on programming adding to the annual sponsorship packages.

#### SCHOLARSHIP

NEWH honors is the feature event to close out 2022. Excellent marketing and involvement led to an income of (\$27,680) with a budget of (\$9,500). These funds will contribute to our scholarship fund. Our team is focused on 2023. Creating more opportunities to not only increase our scholarship income but to increase our distribution. We will be actively reviewing as we create our budget for 2023.

#### FUNDRAISING

Looking at the success of 2022 we are reviewing our annual events like, Scholarship Walk, Supper Club, Wine & Dine Under the Stars and NEWH Honors. Build upon the success by modifying or amplifying aspects of each event. Ending the year with \$31,158 in the general and

\$27,514 in the Scholarship account is a success and we look forward to utilizing and building to create a bigger 2023.

#### OTHER CHAPTER HIGHLIGHTS

2022 has been a positive experience for NEWH Arizona. The board, chairs, and committee involvement is the largest we have ever had. Closing the year out with a successful NEWH honors was a great way to end 2022. We are very excited for 2023!

#### CHAPTER/REGION GOAL

Our 2022 Goals have been accomplished!

1. Increase/broaden NEWH Arizona presence through social media, local publications, and tangent industries/organizations.
2. Increase sponsorship satisfaction for events
3. Increase scholarship fund and grant higher scholarship awards
4. Expand and engage the education community to participate in events, join NEWH, and apply for scholarships.
5. Create 3 "best of Honors" events that spotlight firms and properties and help inspire and educate our members and guests.

#### REPORT BACK TO CHAPTER/REGION

Yes, with Michelle Purcell assisting the feedback has been positive and appreciated since not everyone is able to attend either in person or via zoom. The greatest feedback is the lessons learned from other chapters. They help us work through road blocks and contribute to new ideas.

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

Corporate sponsor engagement and event comparison to other chapters. Their successes and challenges to help us grow. We have training scheduled for January and are looking forward to group education and growth.

**Staff note: Early announcement of events/sponsorships as well as high quality events that draw A&D community will in return draw attendance/support/sponsorship. Some areas have more corporate partner members or are where headquarters are so may have more support with being on the board, attending and sponsorship**

### ATLANTA

Megan May & Penny Shelton, delegates

*chartered October 16, 1990*

#### MEMBERSHIP

From our Dec 2022 roster:

78 Associate Members, reduced 42% from Jan 2022; 1 Brand Partner Member, new for 2022; 3 Business Plus Courtesy Members, new for 2022; 30 Chapter Business Courtesy Members, 3 new memberships for 2022; 31 Chapter Business Members; 7 new members in 2022, a 22% increase; 15 Chapter Level Business Members, 1 new membership for 2022; 29 Corporate Partner Courtesy Members, 2 less than last year; 4 Corporate Partner Members, all new this year; and 15 Education Professional Members, 2 more than last year.

We have 485 members total up from 441 last year, a 9% increase.

120 General Members, 101

1 Green Voice Business Member, 0

1 Green Voice Courtesy Member 1

1 NEWH Fellow Member 1

1 Legacy Member 0

154 Student Members, 91

Jan 2022 Total 441/ Dec 2022 total 485

#### PROGRAMMING

Jennifer Cahill, our Programming Director, is continuing in this role for 2023. Hotel tours have been the most relevant and attended programs last year and has several in the works.

#### SCHOLARSHIP

At our Holiday, TopID and Scholarship Awards Gala on December 8th, we awarded 5 students \$50,000 in scholarships. After our successful fundraising for 2022, we are excited for what we are going to be able to award in 2023 & 2024!

#### FUNDRAISING

While the numbers are being finalized for our Holiday, TopID and Scholarship Awards Gala on December 8th, we know we raised over \$20,000. For 2023 we are already planning for our annual Golf event, GoodConnections fundraiser, and Holiday, TopID and Scholarship Awards Gala!

GoodConnections is a partnership with IHG Hotels and Resorts fostered by Penny Shelton, the 2022 Atlanta Chapter President. It is a speed dating type of event where vendors who participated were

first required to be chapter members and then also selected by IHG. Vendors were matched with about 7 decision makers with IHG and TopID design firms for 20-minute meetings. We raised over \$15,000 for scholarships and gave value to our membership, specifically vendors.

**OTHER CHAPTER HIGHLIGHTS**

Our EID Committee teamed up with IHG and the City of Atlanta Schools to create a career day for selected high school students. The students were able to hear from professionals with various ethnic and economic backgrounds at the IHG Corporate Headquarters and at their flagship hotel, Crowne Plaza Ravinia. The organizers felt the event was a huge success and will work to organize a similar event for 2023!

**CHAPTER/REGION GOAL**

For years we have tried to develop our relationship with IHG and increase their participation in our events and planning. Thanks

mostly to the efforts of Penny Shelton and Dallas Bentley, the GoodConnections fundraiser, the career day at the IHG Headquarters and flagship Crowne Plaza Ravinia, 28 in attendance from IHG at our gala, increased IHG membership, and IHG members on our board, we have crushed a goal in 2022 that we have talked about for decades!

**REPORT BACK TO CHAPTER/REGION**

Yes. Most of the conversation went to the self-promotion issue... this year we are putting a focus on using the chapter gmail accounts we established, especially for official communications, to make clear that we are acting on behalf of NEWH and not the company we work for.

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

We don't have anything right now... the good thing is that the executive board has a lot of experience, and we all know help from NEWH, Inc is just an email or phone call away.

**ATLANTIC CITY/ PHILADELPHIA REGION**

Erica Harmelin, steering committee chair

*September 9, 2008*

**MEMBERSHIP**

I believe we are still close to 150 members at this time.

**PROGRAMMING**

We have outlined a year of events, summary below. We will now start charging more for events as we offered many free/low-cost events during covid to keep activity up

- January – Top ID designer recognition event at restaurant that firm designed
- February – Vetri / business networking training social event
- March/April – scholarship winner recognition event and focus on students event: mentor activity or tour of local offices
- May/Jun/July/Aug/Sept – sips networking at new hotels and restaurants
- Nov – tentative annual gala

**SCHOLARSHIP**

We are so happy to have raised enough funds to offer 2 – \$10,000 scholarships for 2023 as we have only ever offered 1 – \$2,500. This was the major goal i had as steering chair and our goal as a team, to raise the amount we are able to award. We are so happy we were able to do this.

We need to have a call with NEWH, Inc. on how to differentiate the two as we were going to offer one minority based but are not sure how to do this and are unsure if we should do this

**FUNDRAISING**

We were thrilled to net close to \$40,000 in profit proceeds from our first gala. I cannot express how thankful and proud I am of our team and how hard they worked.

We are still trying to get a design approved for our 2023 t-shirt. We have a solid idea that will tie in with our gala theme for 2023. We

hope to send that in for approval in early January. We would like to sell these all year long at our events and online.

We will need to start very early in our gala planning this year as there is still buzz for our last gala and people are interested in sponsoring. I will still say...covid changed the desire for our community to donate to a year fund and instead prefer to pick/ choose events to sponsor.

**OTHER CHAPTER HIGHLIGHTS**

We have added 1 new programming member to assist in sponsorship for events.

**CHAPTER/REGION GOAL:**

To try to form our fall gala into an annual event. We started too late in the planning and fundraising last year. We were able to pull it off, but the few who put in the most time got burned out. We had such a good response, we want our community to look forward to it and it be something each year that can be planned, executed and be profitable.

Also, to solidify our next board. Most of us will be leaving our rolls this year and I still do not have anyone interested in stepping up as steering chair. We have worked so hard to build this group back up, we want to ensure it continues.

**REPORT BACK TO CHAPTER/REGION**

Yes

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

Defining our scholarships. We do not want anyone to be excluded but had wanted to do one scholarship open to anyone and one scholarship open to minorities. We are in touch with Hillary and Erika to figure this out.

*Staff note: We've already had a call to discuss and will continue conversation with the Regional group.*

**CHICAGO**

Amelia Hoover & Athena Herzog, delegates

*chartered August 12, 1991*

*No report submitted for January Board Meeting*

**CINCINNATI REGION**

Kyler Burroughs, steering chair

*No report submitted for January Board Meeting*

**DALLAS**

Courtney Herzog & Liz Wilhite, delegates

*chartered August 12, 1991*

*No report submitted for January Board Meeting*

## HOUSTON REGION

Francesca Sosa, steering chair

*chartered February 17, 1992*

### MEMBERSHIP

Houston has gained a good amount of new members this year, mainly during the student day event. We continue to grow and are working on a new membership event for 2023. It was our fundraiser event for 2022 and was very successful, we think it would attract many potential new members.

### PROGRAMMING

Since the Houston chapter is now a regional group, we are reducing our number of events to 4 for 2023. We're hoping this will help the quality and the attendance.

### SCHOLARSHIP

The chapter had a good scholarship turnout. Our chair went to several

schools to get the word out, which helped a lot in getting the NEWH name out there and receiving more applications. We will be continuing these efforts and strategy in 2023.

### FUNDRAISING

The group will go back to having a gala as the fundraising event for 2023. We got a lot of feedback that the members missed the formal event and were looking for it this year. The group is also looking into potentially having a smaller fundraiser event sometime mid-year in addition to the gala at the end of the year.

### OTHER CHAPTER HIGHLIGHTS

The Houston Chapter is now a Regional Group.

## LAS VEGAS

Kris Hanson & Jonathan Kaler, delegates

*chartered March 26, 1991*

*No report submitted for January Board Meeting*

## LOS ANGELES

Elizabeth Banks, Kortney Edge & Tom O'Connor, delegates

*founded October 1984*

*No report submitted for January Board Meeting*

## MID-SOUTH REGION

Crystal McCain, steering committee chair

*chartered July 23, 1991*

*No report submitted for January Board Meeting*

## MILANO

Enrico Cleva, chapter president

### MEMBERSHIP

numbers & segmentation:

Total members: 86

General members: 77

Chapter Level Business: 9

56 % suppliers

25 % architects + interior designers

8 % services

5 % education

4 % ownership, property, operators

3 % communications agency

We are still struggling for reach and overcome our 100 members target by the end of 2022. Even last events confirmed our capacity to attracting people and gain new memberships subscription afterwards.

Other targets:

- Increase "ownership, property, operators" membership
- Increase Students subscription
- We are losing people at annual renewal. Most people report:
- they haven't noticed reminder email
- they are in difficulties applying for renewal
- Our 'membership renewal guide' has been proved effective and members appreciate it. These our suggestions (to be implemented by NEWG org):
- make subscription with automatic annual renewal or
- make subscription on 2 years base, maybe with a discount rate
- put Membership Director copied to email renewal reminder to each Member

### PROGRAMMING

2022 has been successful year from the point of view of events.

During the last quarter we have organized 4 events, each one was addressed to different targets but with the same goal: to increase number of members to our Italian chapter. To the Top ID event we invited also students from the master in interior design for hospitality. For the coming year it will be important to go on as we did, to give real value to our networking association.

11.10.22

Hospitality Day Rimini and Itic with a desk dedicated to NEWH

6-10.11.22

Event during Equip Hotel in Paris

24.11

TOP ID ITALY event at Enterprise in Milano with ceremony of the awards and then dinner

14.12

Xmas event at the beautiful spa in Milano (Imperial spa) for meet & greet moments

### SCHOLARSHIP

The Chapter is working on two/three scholarship to donate next March for the Interior Design Master at PoliDesign.

### FUNDRAISING

In 2022 we managed to get relevant sponsorships from reputed companies.

After last successful TOP ID interest in NEWH Events and sponsorship is increasing.

Our goal for 2023 is to increase the fundraising donations by anticipating sponsorship opportunities and creating various sponsorship tier levels.

### CHAPTER/REGION GOAL

Still trying to reach 100 members and working to increase fundraising since the beginning of the year with a stable calendar of events to sponsor.

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

Membership renewal: the link to the credit card does not always work with Italy. Some members pull off simply because the payment is sometimes hard.

**Staff note: Please let the NEWH Inc. office know who is having issues. We are seeing Milano payments come in, so many times it may be an easy reset of the member's login (the system may not recognize the member, which can happen if the member didn't confirm his/her username in the initial email confirmation they receive upon joining).**

## NEW ENGLAND REGION

Gary Cardono, steering committee chair

(originally chartered November 4, 1992)

*No report submitted for January Board Meeting*

## NEW YORK

Mark Cunningham & Erica Puccio, delegates

*chartered July 23, 1991*

### MEMBERSHIP

We are planning to have new membership events in 2023

### PROGRAMMING

On December 15th, we held our end of Year Holiday Party at Clodagh's offices. The sold-out event was amazing. We honored the following:

- 2022 Scholarship winners
- Top ID winners
- 2022 Board of Directors
- 2022 Chapter Level Sponsors

We welcomed in our new 2023 Board of Directors.

### SCHOLARSHIP

We awarded \$40,000 in Scholarships to the following students:

- Brenna LaDuc – \$7,500 – Pastry Chef
- Check Traore – \$10,000 – Hotel Management
- Khalid Mousa – \$12,500 – Interior Design
- Shari Brown – \$10,000 – Hotel Management

Lori Firpo, Scholarship Director did an amazing job Partnering with Student Relations Director, Josh Kennett, we reached out to all contacts on NEWH New York's list of academic institutions to re-educate and inform them of scholarship opportunities. As a result, we had 33 applications from an array of institutions. We were excited to expand the outreach to widen the applicants and broaden our Scholarship recipients. Our new 2021 initiative was to award larger sums to fewer students and track their careers to see where they are three, five and ten years from today.

### FUNDRAISING

We hosted our first Cocktail reception/ online Silent Auction Sunday of BDNY. It was a great success, and all proceeds went to the Scholarship fund. We will look to expand this new fundraiser in 2023 and beyond.

### OTHER CHAPTER HIGHLIGHTS

#### CEU

Still operating our virtual CEU programming – 12/20/22 Daltile CEU -Sustainability in the tile industry

#### EID

We were excited to host our First in person EID event. Raquel Miller, EID Director led a spirited conversation and ended with

participants sharing their cultural diversity through singing and story writing. The feedback was great and we plan to host another one in 2023.

### Marketing

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

### CHAPTER/REGION GOAL

Our planning session in February 2022 highlighted two areas of focus for our chapter this year.

Fundraising and access to events for all of our directors. Every director has an event planned for this year, in contrast to years past where events were concentrated on Programming, Fundraising and Membership. In both instances we're spending more time and attention and building committees to support these initiatives.

### REPORT BACK TO THE CHAPTER REGION

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

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

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

### REPORT BACK TO CHAPTER/REGION

Yes, We always report back our takeaways at the following Board Meeting. In addition, we ask the board if they have any questions they would like us to present at the IBOD meetings. The board is always very interested to hear what is going on at INC and other chapters.

**Staff note: Once board members complete the required individual position training documents (coming end of January) we are more than happy to do a 2-hour webinar via zoom with your chapter board/chairs/committee members going through NEWH, touching briefly on positions and how they work together, etc. Please reach out to [erika.swansen@newh.org](mailto:erika.swansen@newh.org) Your chapter is also up for strategic planning with Trudy Craven this year and is an excellent session to get the full board working together. Reach out to Erika as well to set up or Trudy directly.**

## NORTH CAROLINA REGION

Dee Testa, steering committee chair

### MEMBERSHIP

The chapter will hold a membership drive January 9th, 2023 in High Point, NC during a tour of the Sunpan showroom.

### PROGRAMMING

The only firm item on the calendar for 2023 is a Membership drive January 9th in High Point NC. The focus will be new members and organizing the Triad mini-chapter events. The board will also hold an in person meeting that day to complete the strategic plan for the year.

The past several years have been difficult for NEWH NC. Board turnover

and Covid took a heavy toll. To begin reigniting the region, NEWH Inc. held a Zoom call and invited chapter members to be on and get involved. Thanks to Sheila and Diane for their help as this call was instrumental in obtaining new board members and organizing the future.

As part of the re-tooling, NC will move forward with mini-chapter meetings in Raleigh, Charlotte and the Triad area. The first was held September 15 in Raleigh and a group toured the Heights House Hotel which is a historic renovation project. Following this successfully first, an event is in the planning for Raleigh in January. The Charlotte area is exploring hotels to tour in the first quarter of 2023. The first Triad event will be in conjunction with a membership drive in High Point January 9th.

#### SCHOLARSHIP

In July, the chapter awarded a \$5,000 scholarship to Fany Mora. The budget for 2023 will be \$4500. A committee led by Taylor Wolf is working on details.

#### FUNDRAISING

Our fundraising board director recently resigned, so the board will look for a replacement but move forward with current plans. We have a subcommittee exploring options to hold a miniature golf fundraiser for scholarship funds. Other items under consideration are a design competition in later 2023.

## NORTH CENTRAL

Christina Fluegel & Stephanie Thompson, delegates

*chartered December 11, 2000*

*No report submitted for January Board Meeting*

## NORTHWEST

Jamie Hysell & Kelly Knowles, delegates

*chartered March 23, 1995*

#### MEMBERSHIP

Since February 2022 this year our membership has increased by 24, including 6 new student members.

#### PROGRAMMING

2022 saw us bring back our first in person hotel tour, out of downtown Seattle and very popular. It was under budget and was very well attended. The Lodge at St. Edwards State Park was a gorgeous venue and a delight to tour. We also hosted our first TopID Honors Breakfast in April; the event was such a success that we will be doing it again in 2023. For 2023, our goal is to host more informal happy hours.

#### SCHOLARSHIP

We honored our 2022 Scholar winners at our annual fundraising event, Savor. Two of our recipients attended the event and accepted a bouquet of flowers and gave a thank you speech.

Our three recipients are:

- Anissa (Ying) Chak, WSU, \$10,000
- Madeline Cognasso, George Fox, \$10,000
- Sierra Rothlisberger, WSU, \$5,000

We held our first ever Scholarship Walk in September and had a decent turnout. Networking while getting some fresh air and a little

#### OTHER CHAPTER HIGHLIGHTS

The biggest venture for NEWH NC was the "This We Believe" minority conference held in conjunction with NEWH SC both in person and virtual at the 21 C Hotel in Durham, NC. A panel from certified minority businesses spoke about their certification journey and offered tips on the pros and cons. This was followed by a question-and-answer period. This was an awesome first joint venture and we are planning additional joint events in the future.

#### CHAPTER/REGION GOAL

In 2021 there was one chapter meeting. In 2022, there were 2. Our goal for this year is to hold regular meetings across the state to involve all members.

#### REPORT BACK TO CHAPTER/REGION

I'm too new to comment at this time.

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

Social media.

**Staff note: Please reach out to Hillary Eggebrecht at the NEWH, Inc Office with details for help. [Hillary.eggebrecht@newh.org](mailto:Hillary.eggebrecht@newh.org)**

exercise all while raising donations for scholarships was a big hit and we are looking forward to continuing this as an annual event, or possibly even a quarterly event.

#### FUNDRAISING

We hosted our second in person fundraiser since COVID October 20th where we honored our three Scholarship Winners. We raised over \$18,000!

#### OTHER CHAPTER HIGHLIGHTS

Our Community Service event held in July raised an amazing \$3,238.00 for local charities in Washington and Oregon that help provide food security for our communities.

#### CHAPTER/REGION GOAL

This year one of our main goals is to get our Call for Annual Sponsors out earlier than we have in the past few years. We were able to send it our end of November and by mid-December we were halfway to our \$35k goal. We have 7 sponsors already for 2023.

#### REPORT BACK TO CHAPTER/REGION

Yes, highlights from the IBOD meeting are shared at our monthly board meeting.

## ORANGE COUNTY REGION

Sonya Miles, steering committee chair

*September 9, 2008*

#### MEMBERSHIP

- Personal phone calls to past members and those that have shown interest.
- A membership drive to include 'Why Join' from prominent members.
- Creating an email to be sent to members requesting support for "small acts" (volunteering in a small way) – this may create interest as it doesn't sound overwhelming or tedious.

#### PROGRAMMING

Events in planning:

- January- Restaurant panel at Sol Grille
- February –
- March –
- April- Student Focused
- May – Top ID celebrating H. Hendy
- June – Multifamily panel possible including Parisi & Design Identity
- July –
- August – use Harbour Outdoor showroom
- September – Roadshow

- October – Hotel Tour and panel tentative at The Pendry
- November – Scholarship Event at The Shindy
- December –

Find out which vendors can provide CEU's.

### SCHOLARSHIP

- Creating a survey to students as to what they would like to see from NEWH?
- How can we support their efforts in the industry?
- What type of events and locations would they like to attend?
- Student Ambassadors at events.
- Event Ideas –
- Late Winter – reignite the connection with students
- Spring – In school events promoting scholarship and educate on the history of NEWH and NEWH benefits.

### FUNDRAISING

- New Committee
- We are seeking a separate committee to discuss and plan an event for the coming year.
- Following along with the LA Chapter, possibly having a Gala.

### OTHER CHAPTER HIGHLIGHTS

Top ID-Board Members - H. Hendy has won the Top ID for 2023

### EID

- Creating a program promoting A&D firm awareness in our

industry as a whole.

- Building Firm Resources that want to participate.
- Student design studio tours – reaching out to firms stating the benefits to them and the students. The Impact to students would be memorable for their journey into the industry.

### CHAPTER/REGION GOAL

One important goal is the seeking out of sub-committee members to assist in the various undertakings that we have throughout the year. As you know, it is an enormous task to put all of the pieces into play when planning events, selecting Top ID and scholarship winners as well as keeping up on social media. At each event for the last few months, we actively promote volunteering. It's chatted up by the board, we have a sign-up poster and social media postings. So far we have 3 new volunteers and will definitely see this grow.

We have discussed San Diego at length and what we can do to assist them in rekindling their region. We are planning on an OC/SD promotion.

### REPORT BACK TO CHAPTER/REGION

I have not attended an IBoD, but it was brought to my attention by our EID chair. I will look to her for updates on this.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

We have a strategic work shop with Trudy on 2/6. I think then we will figure out where our needs are.

## PARIS

Gwendoline Theodet, chapter president

- Strong calendar of events for beginning of the year:
  - Maison&Objet networking breakfast and private tour
  - Joint event – cocktail with UK member Timorous Beasties
  - Private training on bedding with a certified professional from "Académie du sommeil" offered to our members
  - Private visit of So Sofitel Paris
  - Private visit of newly opened MGallery Too Hotel Paris
- Presentation of the educational trunk sponsored by NEWH Paris and visit of the ateliers of "les compagnons du devoirs" planned end of March to communicate on Paris Chapter's first scholarship.
- We welcomed 2 new board members: Sarah Noon – senior Interior Designer at Louvre Hotel Group and Ghada Boughaba – Head of Sales and business development at Paolo Castelli.

- Working on further events such as a training on tailored smell identity developed for Hotels
- We will most probably reintroduce our netwalking as of spring 23

### STRONG POINTS OF 2022

- Partnership with Equip'Hotel – booth and conference with good visibility
- Fantastic hotel visits
- Very convivial gatherings and positive feedbacks

### OBJECTIVES FOR 2023

- Improve our process to recruit new members and follow potential members who regularly participate to our events but without membership

## PITTSBURGH REGION

William Michael, steering committee chair

### MEMBERSHIP

Planning for Membership Drive for February, following our Awards Gala at the end of January. Hope to capture some new members.

### PROGRAMMING

All hand on deck currently in the midst of Awards Gala planning for event on January 27, 2023.

### SCHOLARSHIP

Scholarship submissions were reviewed and recipient selected. We will acknowledge the award at the Gala in January.

### FUNDRAISING

Currently accepting 2023 Annual and Gala Sponsorships. Hope to gain funds from Gala tickets/attendance.

### OTHER CHAPTER HIGHLIGHTS

In-Person Board Training has been scheduled for 3/10/23.

### CHAPTER/REGION GOAL

To rebuild presence, interest and membership!

Involve entire board in activities, outreach membership to become involved, define targets for committee members to work with current board to start building succession planning, quarterly events to build value in membership.

### REPORT BACK TO CHAPTER/REGION

Yes, I prepared a written summary from November and distributed it to the entire board and then reviewed on our November call.

### OUR CHAPTER/REGION WOULD LIKE HELP WITH

Appreciate all the assistance with getting our Gala organized! Looking forward to our In-Person Board Training Session in March. We still would like to schedule an "All Member" call to engage current membership and promote more involvement. Possibly schedule for March, post Board Training.

**Staff note: We are excited to see Pittsburgh rejuvenated! Thank you to all the volunteers who are stepping up.**

## ROCKY MOUNTAIN

## MEMBERSHIP - CEU'S

Our CEU program for the past couple of years has been really strong. We gave 8 CEU's this year, with a goal of 1 per 12 weeks. We have exceeded our goal. Our average attendance was around 15 people for each CEU with August and September including 18-20 designers. Some notes and advice we would recommend for other chapters wishing to pursue more CEU's: We recommend giving CEU's a variety of different topics as well as looking at industry trends for CEU's. We also recommend taking time to plan ahead of time and give yourself a few weeks to get the website image up, the zoom link made and the details from the vendor handled, about 3 weeks. Furthermore, we recommend the chapter do a good job of marketing the CEU on email, your own board, LinkedIn events, and Facebook – the more exposure, the better for all!

Communication is KEY!

## MEMBER OUTREACH

This year so far, we have added 18 new members to our chapter with a great ratio of 9 new student members and 9 new rep/designer members.

Our most active month of new member signup was May which is when we held our membership drive. 11 new members signed up 6 students and 5 reps/designers. The hotel tour/ membership drive at the Catbird hotel was a great success. Offering everyone a chance to hear from the designers, suppliers, and more. While getting up close and personal with the finished project. More events like this will continue to help our chapter grow. I also encourage more networking opportunities with the local colleges. Here we can make sure that students are aware of the great incentives of membership, like community service, adding to their resume things like planning and coordinating events by joining committees, and networking with possible future employers. We already have added some great connections to our team and will be using them to organize some events next year that will focus on highlighting the culinary portion of our hospitality community. This will help us grow and ensure we are including all facets of our industry. 2022 was a great year for the Rocky Mountain Chapter and I know 2023 will be even better.

## PROGRAMMING

April 30th – **Virtual Speed Mentoring Event:**  
(Programming/Student Event):

We struggled with this event this year. We chose to do virtual and had a great set of panelists that talked about different sectors of the hospitality design industry. We had eleven top designers/leaders as mentors to review portfolios at the event. Our panelists were from a hotel management group, purchasing, carpet designer, a sales rep, event management, and a catering company. We aligned the student event with the outreach for our scholarships and talked about the event in all school visits and blasts to teachers. Only eleven students attended, and only four students showed up on the day. We will be looking at new ways to engage students next year.

May 12th – **Hotel Tour** – The Catbird by DLR Group, Swan Dive and Sage Hospitality (Membership):

We had 64 attendees and this was our most popular event of the year. The tour showcased the unique extended stay hotel concept by Sage Hospitality and brought together two design firms who weren't so active in our chapter previously and a local ownership group.

June – **Regional Trade Show** in Denver – Fundraiser

The trade show drew a lot of the A&D community that doesn't normally come to our events. Our chapter presented a panel of a top ownership group, hotel management group, interior design firm, and local rep on the topic of collaboration and finding better ways to work together. This panel was successful and drew about 150 people.

Sept 15th – **TopID and Scholarship Awards Gala** (Programming): This was our second year for the NEWH TOP ID gala, and we had 174 confirmed tickets and had sold out of the event again this year. We honored Mary-Ann Thornum who was the first chapter president of the Rocky Mountain Chapter and was awarded the NEWH College of Fellows this year. We awarded our scholarship winners and honored our TOP ID Firms. There was a lot of competition this year between neighboring chapters and their fundraising events, and our usual sponsors had spread their fundraising dollars to those events while also being cautious of a potential recession. Due to this we raised only \$6,000, which was half of our goal. This event was converted to a programming event instead of our annual fundraiser. Overall, the event was a great way to engage designers from other firms and give a well-deserved spotlight to our TOP ID firms.

October 12th – **Virtual CEU: Science by Design**

November 9th – **Hospitality + Tourism Panel**

This event was asked to collaborate with the Colorado SMPS Chapter on a tourism + hospitality panel. This was a great way to connect with new people and get our local chapter additional recognition. We supported the SMPS chapter with connections to invite on the panel and we marketed the event to our membership.

December 2nd-4th – **Strategic Board Retreat w/ Trudy**

In early December the NEWH 2022 and 2023 board gathered in Manitou Springs, CO for our board retreat. After a great night of bonding and getting to know our new board members, we had strategic planning with Trudy. We crafted (3) Smart Goals to keep us focused in 2023. We also did breakout sessions to get a jump start on 2023 in planning events and creating committees.

## SCHOLARSHIP

Our board plans to award \$7000 in scholarships this year, and ended up awarding \$5,500. We received only 10 applications after two months of school visits, online presentations, and email blasts. We selected two winners and decided to give them \$3,000 and \$2500. At the strategic planning in December 2022, we created a plan and committee to support the Scholarship Director and Student Relations positions.

## FUNDRAISING

We have successfully achieved our goal of \$14,000 worth of chapter annual sponsorships this year. We will be looking at our annual sponsorship menu earlier this year and looking at different ways to incorporate benefits for the TOP ID Gala.

Our 2023 Sponsorship menu is ready for marketing and we've tweaked the packages to really highlight the Top ID Gala.

## CHAPTER/REGION GOAL

### 1. Event Planning

- Focus on our Pillar Events
- Quality
- "What's in it for me?" qualities
- Send an exit poll for every event.
- Send an end of year survey in 2023

### 2. Sponsorship Opportunities

- Expand sponsorship source pool
- 3-5 new financial sponsors
- 2-3 new event sponsors
- 2-3 new goods/services sponsors

### 3. Student Engagement

- Track number of students we have engaged with
- How many have turned into members?
- How many come to events?
- Create a student task force

Increase outreach to schools  
Analyze the data that we have  
Have a scholarship event as a ramp up to the application deadline.

**4. Board Communication**

Have one-on-ones with your team  
Find the right way to communicate with your committees  
Learn other styles of communication

**REPORT BACK TO CHAPTER/REGION**

N/A – this is my first delegate report submission! I will update the 2023 Board after the January 2023 IBOD meeting.

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

We'd like more ways to encourage students to sign up for scholarship applications and to attend student events.

Ideas and success stories in getting Annual Sponsors.

Staff note: Updating your school list is key to making sure your scholarship gets to the correct students. Some chapters have started doing student focused events, and events coordinated at a school's campus to bring awareness to students. Having a student representative at each campus could be helpful to be sure your chapter has a presence close to students. There are many examples of annual sponsorships available in the board resources directory and currently many active under chapters on the website. The sooner you can get them out to companies (ideally October of the prior year) the better chance they can add you to their budget.

**SAN FRANCISCO BAY AREA**

Melissa Peterson & Rashana Zaklit, delegate

chartered June 1, 2010

**MEMBERSHIP**

Membership Director: Haley

**Roster info (updated for October 2022)**

Associate:	36	Corporate Partner:	2
Brand Partner:	1	Educational Professional:	14
Business Plus Courtesy:	2	General:	74
Chapter Bus. Courtesy:	12	Green Voice:	-
Chapter Business:	20	Honorary:	3
Chapter Level Business:	11	Retired:	-
Chapter Level Bus.-TopTier:	-	Student:	45
Corp. Partner Courtesy:	7	Grand Total	230

Membership Drive Bowling Event was a huge success!

**PROGRAMMING**

Programming Director: Joleen Enns

- Fyrn Sustainability Tour
- Hotel Tour of The Lodge at Sonoma
- Annual State of Hospitality in June- Virtual Event
- Dia de los Muertos Movie Night in November- Kid Friendly Event

**SCHOLARSHIP**

Scholarship Director: Thao Tu

Scholarship Chair: Chad Moore

**FUNDRAISING**

Fundraising Director: Melissa Paterson

Fundraising Chair: Maria Torres

September 25th, we had our annual fundraiser and this year celebrated by having a Garden Fete. This was a new format for us and got great feedback.

\*Wine By Design is coming back in 2023

**OTHER CHAPTER HIGHLIGHTS:**

Marketing Efforts and social media continue to be strong.

**WHAT IS ONE GOAL YOUR CHAPTER/REGION SET FOR THE YEAR? HOW DO YOU PLAN TO (OR HOW DID YOU) ACHIEVE**

**THAT GOAL?**

Our goal was to migrate as much as possible into a prepandemic environment. This year was a wonderful combination of in person and virtual events. We look forward to curating a calendar for 2023 that takes in all of the lessons learned from 2022.

**AS A DELEGATE, DO YOU REPORT BACK TO YOUR LOCAL CHAPTER/REGIONAL BOARD ON THE IBOD MEETING? WHAT KIND OF FEEDBACK HAVE YOU RECEIVED?**

Yes, our delegates report back to our chapter. We normally discuss topics covered during IBoD at the following board meeting. Overall, feedback has been well received. Our board welcomes any opportunity to learn from other chapters.

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

In post pandemic San Francisco doing in person events has changed quite a bit. Costs are much more expensive and many of our reps have migrated to other territories, so sponsorships are harder to get. It was extremely helpful to have the INC percentage waived for the fundraiser this year and if it does come back next year perhaps we can have some flexibility on what percentages are attainable for our chapter so that our scholarship fund can continue to grow.

Staff note: NEW H, Inc. is reinstating the 20% for fundraising events in 2023. This is a necessity to sustain NEW H, Inc. as it is a budgeted item and NEW H, Inc. has not had any income against that line in 2 years. To remain compliant and continue to maintain our 501(c)(3) status, fundraisers must be profitable and must meet those requirements that have been set (by the IRS) – which is a target of 40% net proceeds. It is suggested that the Chapter focuses on one solid fundraising event and works through the budget for the event thoroughly – looking for all possible ways to reduce costs and increase net proceeds. Keep in mind that fundraising for last year is what should be considered when planning scholarship grants for this year. If the Chapter had a difficult time with their fundraising efforts last year, they should consider scaling back on their 2023 scholarship grants to help maintain a healthy scholarship account.

**SOUTH CAROLINA REGION**

Anna Sveinbjornsdottir, steering chair

*No report submitted for January Board Meeting*

**SOUTH FLORIDA**

Eric Fernandez & Gabe Rodriguez, delegates

*No report submitted for January Board Meeting*

chartered October 2, 2003

## SUNSHINE

Magan Scuteri & Chris Schafer, delegates

*chartered September 1, 1996*

### MEMBERSHIP

Our chapter currently has 286 members. The annual membership event is being planned and will take place in the Spring. The committee will reach out to members who have not renewed their membership to encourage them to join.

### PROGRAMMING

Our monthly Sunset Social networking events continue to be well attended and enjoyed by the membership. A hotel and/or supplier facility tour are popular events and being planned for 2023. We are also researching a social action project.

The regional trade show held on October 18th was very well attended and enjoyed by all those who participated. Included in the event was a student event, Hospitality Handshakes. This free event gave students an opportunity to meet with a variety of professionals in the Hospitality and Design industry.

### SCHOLARSHIP

Our chapter received scholarship applications from students attending 5 different universities and college. Seven \$5,000 scholarships were awarded. Four of the seven scholarship recipients were in attendance at our Silver Tie Gala held in October.

### FUNDRAISING

Our Silver Tie Gala, celebrating our chapter's 25th anniversary, was held in October! More than 200 people enjoyed an amazing event. We were honored to have three of our founding members in attendance. Three design firms were recognized for the TopID

award and honored for their amazing commitment in support of NEWH and leadership in the Hospitality industry. Four of our seven scholarship recipients were in attendance and were recognized and presented with their award certificates.

### OTHER CHAPTER HIGHLIGHTS

Our December Sunset Social Networking event included a holiday toy drive for Nathaniel's Hope, a charity that is dedicated to celebrating kids with special needs.

During the event, Shana McCullough-Downing was presented with the Joyce Johnson award for chapter excellence. This prestigious award is given to an NEWH member in recognition of their dedicated service to NEWH and the pride demonstrated by exemplary contribution for the benefit of all members of NEWH.

### CHAPTER/REGION GOAL

One of our goals for 2023 will be to ensure that we are meeting the diverse needs and interests of our membership. We also want to provide programming that will demonstrate the value provided by NEWH membership. A member interest survey has been developed addressing these issues which should be released in the next few weeks. We will use the results of the survey to help guide us as we plan for 2023.

### REPORT BACK TO CHAPTER/REGION

Yes – we do provide feedback to the chapter regarding highlights from the IBOD meetings. This typically leads to some great discussion and ideas for future chapter programs.

## TORONTO

Manuela Kennedy & Terry Nielsen, delegates

*chartered November 18, 2004*

### MEMBERSHIP

Rocillo Backhouse Turjilo will be following up with individuals, and companies, whose NEWH membership has expired. A new member was recently approved at our last BOD meeting (Dec.12,2022). We have been striving to increase our student involvement and membership. Our numbers currently reflect our focus and efforts (266 students in addition to associate memberships).

### PROGRAMMING

Planning for 2023 has been underway for months. We will strive to host a monthly event, beginning in January with a collaboration between NEWH Toronto and Sheridan College. We are organizing our TopID 2023 (tentatively June 14), inclusive of a noteworthy panel from Restaurants Canada followed by a cocktail reception. Negotiations to secure a site have been underway for several weeks. Our Hyatt BrandED event will occur in March and be hosted in a downtown Toronto hotel. Also included in our chapter calendar is a panel discussion on 'Aging in Place' occurring in May 2023. Sponsorship has been secured as we move forward on this important topic. Cottage season finds most of our members on vacation, working remotely from their summer retreat, or a hybrid of the two options. Sundowners hosted during this time, at Toronto restaurant outdoor patios, are relaxed and typically successful. The fall season brings members back to their "work mode", with a chapter event planned for Sept.13. We will end the year with another "toy and membership drive" Nov.22, 2023.

### SCHOLARSHIP

The Toronto chapter will be discussing how many scholarships to offer, for 2023, at our BOD meeting Jan. 9. Minimum scholarship amount awarded will be \$2500.00. Submission deadline for students will be March 13, 2023. This is a strategic date optimizing potential for submissions prior to student's final semester exams and project dates.

### FUNDRAISING

A tentative date of October 11,2023 has been established as our major fundraising event for 2024 scholarships. We have had previous success in raising scholarship funds by hosting a hotel tour (inclusive of hospitality design teams/firms) and an on-site silent auction. Vendors generously donate items for the auction. The event has been well attended in previous years. The objective is to repeat the success of such an event post-COVID.

We are also considering the opportunity for a photography scholarship at our monthly events. The financial difference, after paying the photographer, would be allocated to the scholarship fund.

### OTHER CHAPTER HIGHLIGHTS

Our recent Toy Drive generated keen interest amongst new NEWH Toronto guests to become members. The donation of a new, unwrapped toy was extremely well received. The proceeds were donated to the Toronto Fire Department, who will disperse the toys to children "in need" for this Christmas.

Our small intimate sundowner events generated excellent sponsorship opportunities and provided a favourable networking environment appreciated by those who attended.

### CHAPTER/REGION GOAL

Raising scholarship funds is a prime objective of the Toronto chapter. There are numerous Toronto hotels completing renovations in 2023. We are hedging to tap into these new hotel upgrades, networking to secure optimum dates in order to raise our chapter scholarship monies. As an industry, we are crawling out of the "post-covid" supply and shipping delays, where project completion is in "turbo mode". As a chapter, we are looking to optimize on these new openings.

### REPORT BACK TO CHAPTER/REGION

Yes, information and experience is always shared with our chapter board members. Any questions are answered, and images are shared on our social platforms. The effect is very positive!

The Toronto chapter will assist in any way we can, especially when directed by Chris Tucker! As a relatively small chapter, it allows us to be flexible and receptive to helping out. :)

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

**UNITED KINGDOM**

Libby Bull, delegate

*chartered June 12, 2002*

**GOAL 1 STATEMENT**

Reach out to more students and focus board efforts into readdressing the 'Education' sector in NEWH.

**GOAL 1 MEASURE**

Part 1

- All board members to actively seek connections with students & lecturers to increase applications to the Scholarship programmes.
- The Scholarship Director (Annette) and Student Relations Directors (Barbara) will, where possible, brief student classes directly on NEWH opportunities and encourage invites into universities to build long lasting relationships with the University Lectures/design leads.

Part 2

All board members where possible to review and give advice on:

- Student placements opportunities
- Portfolio and interview experience
- Building future connection between students and industry

The board will endeavour to tailor events to be 'education' led, with the introduction of student only events, as well as encouraging more student attendance to all events NEWH events

**GOAL 1 TIMING**

Both start now.

- Part 1: This is a 6/8-month plan to be achieved by our September Fundraiser 2023.
- Part 2: This is a 12-month plan, to be implemented to all

events, and at every opportunity possible to the NEWH board.

**GOAL 1 MAJOR MILESTONES**

1<sup>st</sup> Student Judging Date

2<sup>nd</sup> Our Signature events (Top-ID Event, ED, Postcard Auction & Fundraiser)

**GOAL 2 STATEMENT**

To increase Chapter Business Membership in the UK Chapter

**GOAL 2 MEASURE**

- Target repeat event attendees to encourage membership
- Our Membership Director (Kevin) will monitor the progress and report to us at each monthly board meeting

**GOAL 2 TIMING**

This is a 12-month plan, beginning now and to be achieved by December 2023.

We aim to have 9/10 events planned throughout the year and each event is an opportunity to drive membership.

**GOAL 2 MAJOR MILESTONES**

1<sup>st</sup> a month-by-month push

2<sup>nd</sup> our Signature events (Top-ID Event, ED, Postcard Auction & Fundraiser)

**COMMENTS**

Apologies for the delay in sending this in the board report format. Libby had issued before christmas in a pdf, so hopefully you received the info, but see it now in the official board report format. Thank you!

**VANCOUVER REGIONAL**

Rebecca Bertrand, steering chair

*No report submitted for January Board Meeting*

**WASHINGTON DC METROPOLITAN**

Julie Kaufmann Unger & Sadue Makarechi Coulter, delegates

*chartered November 6, 1992*

*No report submitted for January Board Meeting*

**ADDENDA**

**MOTION TO APPROVE MINUTES**

Date: January 19, 2023

Motion Number: 1

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

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

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

**MOTION TO APPROVE 2023 BUDGET**

Date: January 19, 2023

Motion Number: 2

I, Sandy Banks, move approve the 2023 budget as submitted in this report on page 14.

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

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

**MOTION TO ADJOURN**

Date: January 19, 2023

Motion Number: 3

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 2024 NEWH Leadership Conference. Awardees must be able to attend presentation.

#### Nomination Information:

Deadline: November 1, 2023

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 a minimum of three (3) letters of references from NEWH members in good standing endorsing the nomination, and two (2) other references from Hospitality Industry professionals.
- Nominee must have excellent leadership skills.
- Nominee must have contributed to mentoring at least two (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 2023 – Nominations open
- October 31 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15, 2024 – Fellow recipients informed
- Fellow recipients recognized at the NEWH Leadership Conference in Spring of 2024

#### Nomination Information:

Deadline: October 31, 2023

Nominations will open July 1, 2023. 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 FIRMS FOR SUPPORT AND LEADERSHIP IN THE HOSPITALITY INDUSTRY – The TopID award is a prestigious honor determined by NEWH chapter and regional boards to recognize design excellence and promote design firms engaged in supporting NEWH and its mission of scholarship and education. A firm's custom 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 for their design, engagement, and generous support of their local hospitality industry, 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. 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)
- Update: Minimum of 3 custom hospitality projects\* completed by local firm within the 30-month period prior to nomination (January 1, 20-- to June 30, 20--) with 150-word written narrative describing the projects’ unique design elements/attributes that make the project distinct in the industry today (\*custom projects are non-program work where designs are not pre-determined by a brand)
- NEW CRITERIA: To qualify as a TopID nominee, the firm must provide one photograph per project with nomination submission (total of 3 photos/1 per project submission) that best depicts the narrative provided as noted above. Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format) (\*Chapter/Regional boards will be required to acquire the images from the nominated firms for use during judging process – the 3 images will be required to be sent in with your chapter/regional group’s final 3 TopID recipients to NEWH, Inc.)
- Firm must have an accessible website

### **NEWH JOYCE JOHNSON AWARD**

#### **Description of Award/Qualifications:**

The NEWH Joyce Johnson Award of Excellence, a Presidential Award, will be given to an NEWH member, at the chapter level, who has contributed extraordinary time and effort to your local NEWH chapter, has been a chapter member for at least 7 years, has held a local chapter board position for at least one term, and has mentored chapter members and helped strengthen the chapter to achieve its goals. The nominee must also have unquestioned professional ethics.

#### **Award Presentation:**

The award presentation should take place at a major chapter event and the awardee must be able to attend the event.

#### **Nomination Information:**

The nomination form must be completed by the Chapter President and must be submitted 6-8 weeks prior to award presentation event. Nomination form can be found on website - and description can be found on the website - Login to website and click on Board Resources – Awards area.

## Setting Your Goals – Template

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

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

**When to Start?**

**When to End?**

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

**Board Resources - ONLINE**

**Does your board have the resources and information available to have a successful year?** Do all board members know exactly what is expected of them in their position? Encourage your board members to utilize the Board Resources section online for templates and helpful resources to help them in their position. If you appoint new directors/chairs throughout the year, share the job description with them that can be found in the Board Resources.

**NOTE:** you must be logged in to the website in order to see the NEWH Board Resources menu item on the bottom of the page – if you have problems logging in, please contact Diane at the NEWH office to reset your login.

On the bottom of the home page in the blue area, you will see NEWH Board Resources under the Resources menu.



You will then see a directory of resources included under each discipline. Look around at the resources available for anything that may pertain to you and make your job easier!

General Resources

- The Structure of your Board of Directors
- Chapter Organization Chart
- Chapter Board Member Job Descriptions
- Chapter Business Plan Template
- Commercialism Policy/NEWH Logo Usage
- Joyce L. Johnson Award / Recognition of Excellence
- Corporate Partner Signage
- NEWH By-Laws
- Quarterly Conference Calls/Webinar Schedule and Minutes
- Chapter Calendar
- Mandatory Chapter Director Webinar Training

Board Meeting Resources

- Board Meeting Agenda
- Board Meeting Minutes
- Motion Form
- Who Can Vote?
- Reporting to the Board
- Achieving Consensus
- The Art of Delegation
- Communicating with your Chapter Membership
- Conflict of Interest/Code of Ethics
- Dealing with Conflict
- Decision Making
- Motions
- Who Can Vote on your Board
- Parliamentary Procedure
- Project Scope Document
- Quarterly Conference Calls/Webinars

Board Training

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

Financial Support

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

Marketing

- Chapter Newsletters
- NEWH Corporate Partners
- Commercialism Policy and NEWH Logo Guidelines
- Social Media Guidelines
- Promoting NEWH and your Chapter
- Marketing Materials – Ordering
- Photography Release
- Press Release Template
- Banners

Membership

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

## Nominations

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

## Programming/Fundraising

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

## Regional Groups

Establishment of a Regional Group  
Regional Group Application  
Regional Group Manual

## Scholarship & Education

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

## Awards

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

## NEWH, Inc. Policies & Procedures

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

## NEWH, Inc. Regional Tradeshows

Tradeshow Policies  
Timeline

## NEWH, Inc. Board

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

## Board Reports / Minutes / Etc.

International Board of Directors Meeting Packets

## Member Logos



# **NEWH Chapter Business Plan**

NEWH/(chapter) – (year)

## What is a Chapter Business Plan?

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

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

## CHECK LIST

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

**Board of Directors/Chairs**

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

**Chapter Event Calendar**

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

**Chapter Budget**

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

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

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

### Written Goals:

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

Here are a few examples:

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

### SWOT Analysis:

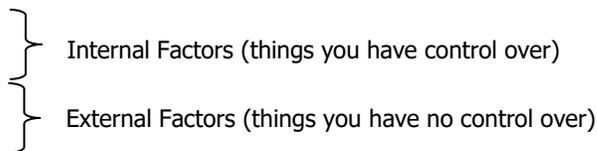
Conduct a SWOT analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats



## Chapter Board

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

### Optional Positions

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

## Calendar of Events

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

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

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

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

**Board Meetings:** Chapters are required to hold at least 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

# 2023 CALENDAR

## JANUARY 2023

1-Jan	<i>New Years Day</i>	20-Jan	<b>Leadership Lessons/NEWH EC</b>
2-Jan	<i>Bank Holiday (United Kingdom)</i>	20-29 Jan	DesignTO
6-Jan	<b>NEWH Executive Committee Zoom Call</b>	22-25 Jan	January Furniture Show
6-Jan	<i>Epiphany (Italy)</i>	22-23 Jan	ALIS Law
10-13 Jan	Heimtextil	23-25 Jan	ALIS
16-Jan	<i>Martin Luther King Day (United States)</i>	24-Jan	Hospitality Design CitySCENE
12-Jan	<b>NEWH, Board of Directors Zoom Call</b>	25-Jan	<b>Chapter Leadership Lessons with Trudy</b>
12-15 Jan	Domotex Hanover	Jan 29-Feb 2	Las Vegas Winter Market
18-22 Jan	Paris Deco Off	Jan 31-Feb 2	The International SURFACE Event (live & Virtual)
19-22 Jan	IDS Toronto	Jan 31-Feb 2	Kitchen & Bath Show NKBA KBIS
19-23 Jan	Maison & Objet		

## FEBRUARY 2023

1-3 Feb	BD Winter Forum	17-Feb	<b>Leadership Lessons/NEWH EC</b>
1-3 Feb	The NAFEM Show	18-Feb	<i>Lailat al Miraj</i>
3-Feb	<b>NEWH Executive Committee Zoom Call</b>	19-Feb	<i>Lailat al Bara'ah</i>
6-9 Feb	Riva del Garda Fierecongressi	20-Feb	<i>President's Day (United States)</i>
7-9 Feb	Surface Design Show	20-Feb	<i>Family Day (Canada)</i>
6-12 Feb	Stockholm Design Week	23-Feb	<b>NEWH Regional Tradeshow / Los Angeles</b>
14-Feb	<i>Valentine's Day</i>		

## MARCH 2023

1-3 Mar	HI Design MEA	12-Mar	Hospitality Design CitySCENE
3-Mar	<b>NEWH Executive Committee Zoom Call</b>	21-23 Mar	Hunter Hotel Investment Conference
7-Mar	<i>Purim</i>	22-Mar	<i>Hindi New Year</i>
8-10 Mar	HD Summit	22-23 Mar	Hawai'i Hotel & Restaurant Show
12-Mar	<i>Daylight Savings Time in US and Canada</i>	22-23 Mar	Architect@work
14-15 Mar	Independent Hotel Show	23-Mar	<i>Ramadan</i>
17-Mar	<b>Leadership Lessons/NEWH EC</b>	23-27 Mar	All Aboard Design
17-Mar	<i>St. Patricks Day</i>	26-Mar	<i>Daylight Savings Time in EU &amp; UK</i>
19-Mar	<i>Mother's Day (United Kingdom)</i>	29 Mar-2 Apr	PAD Paris
19-21 Mar	HEALTHTAC East Live Connect		

## APRIL 2023

4-7 Apr	AAHOA 2023 Convention & Tradeshow	18-21 Apr	Coverings
5-13 Apr	<i>Passover</i>	18-23 Apr	Salone Del Mobile
6-Apr	<i>Good Friday</i>	19-Apr	<b>Chapter Leadership Lessons with Trudy</b>
7-10 Apr	<i>Easter Weekend (United Kingdom)</i>	20-23 Apr	97th Annual Hotel Ezra Cornell
9-Apr	<i>Easter</i>	21-Apr	<b>Leadership Lessons/NEWH EC</b>
10-Apr	<i>Easter Monday (Canada, France, Italy)</i>	24-Mar	Hotel Designs MEET UP - London
12-Apr	Hospitality Design CitySCENE	24-27 Apr	Furniture Show - Birmingham
14-Apr	<b>NEWH Executive Committee Zoom Call</b>	25-Apr	<i>Liberation Day (Italy)</i>
15-18 Apr	Environments For Aging	25 Apr-6 May	Boston Design Week
16-19 Apr	ARDA Spring Conference 2023	27-Apr	<i>Eid-al-Fitr (end of Ramadan)</i>
18-Apr	<i>Laylat al Qadr</i>		

## MAY 2023

1-May	<b>NEWH, Inc, Board of Directors Meeting</b>	18-May	<i>Acension Day (France)</i>
1-May	<i>Labor Day (France, Italy)</i>	18-20 May	The Hotel Show Africa
1-May	<i>Bank Holiday (United Kingdom)</i>	18-25 May	NYCxDESIGN
2-4 May	HD Expo + Conference	19-May	<b>Leadership Lessons/NEWH EC</b>
3-7 May	DesignMarch	20-23 May	National Restaurant Association Show

4-May	Guest / Lab	21-23 May	ICCF
6-May	<i>Bank Holiday (United Kingdom)</i>	22-May	<i>Victoria Day (Canada)</i>
7-10 May	HotelPoint	22-24 May	BD Match
7-10 May	RestaurantPoint west	23-24 May	CHRIS
8-May	<i>Victory in Europe Day (France)</i>	23-25 May	Clerkenwell Design Week
8-17 May	Berlin Design Week	23-25 May	The Hotel Show Dubai
11-14 May	BOND Leading 5-Star Hotel Designers	23-25 May	HOLA
11-14 May	BOND- Latin America's Leading Hotel Designers	23-27 May	RHS Chelsea Flower Show
12-May	<b>NEWH Executive Committee Zoom Call</b>	28-May	<i>Mother's Day (France)</i>
14-May	<i>Mother's Day (S, Canada, &amp; Italy)</i>	28-30 May	Saudi Entertainment & Amusement
15-17 May	International Hospitality Investment Forum	29-May	<i>Memorial Day (United States)</i>
16-18 May	ULI Spring	29-May	<i>Whit Monday (France)</i>
		29-May	<i>Spring Bank Holiday (United Kingdom)</i>

### JUNE 2023

2-Jun	<b>NEWH Executive Committee Zoom Call</b>	16-Jun	<b>Leadership Lessons/NEWH EC</b>
2-Jun	<i>Republic Day (Italy)</i>	19-Jun	<i>Juneteenth (United States)</i>
4-6 Jun	NYU Hospitality Investment Conference	19-22 Jun	Hotec Design
6-Jun	HD Awards	21-Jun	Hospitality Design CitySCENE
6-7 Jun	Cruise Ship Interiors Expo America	24-28 Jun	HITEC Charlotte
7-9 Jun	<b>3daysofdesign</b>	26-Jun	Interior Design & Architecture Summit
7-9 Jun	HI Design Europe	26-29 Jun	HITEC North America
7-10 Jun	AIA Conference on Architecture	27-Jun	Hotel Designs Int. Design & Arch. Summit
8-11 Jun	Design Shanghai	28 Jun-8 Jul	NEW DESIGNERS
12-14 Jun	NeoCon	28-Jun	<i>Waqf al Arafah - Haji</i>
12-15 Jun	Hotec Operations	29-Jun	<i>Eid al-Adha</i>
15-18 Jun	Art Basel	30-Jun	BCFA Summer Barbeque

### JULY 2023

1-Jul	<i>Canada Day</i>	19-Jul	<b>Chapter Leadership Lessons with Trudy</b>
4-Jul	<i>Independence Day (United States)</i>	19-Jul	<i>Hijra - Islamic New Year</i>
7-Jul	<b>NEWH Executive Committee Zoom Call</b>	21-Jul	<b>Leadership Lessons/NEWH EC</b>
7-Jul	BCFA Summer Barbeque	23-25 Jul	Manchester Furniture Show
13-15 Jun	retailX	28-Jul	<i>Day of Ashura</i>
14-Jul	<i>Bastille Day (France)</i>	Jul 30-Aug 3	Las Vegas Summer Market
17-19 Jul	BD Summer Forum		

### AUGUST 2023

4-Aug	<b>NEWH Executive Committee Zoom Call</b>	15-Aug	<i>Feast of Assumption (France &amp; Italy)</i>
6-8 Aug	Western Foodservice & Hospitality	18-Aug	<b>Leadership Lessons/NEWH EC</b>
7-Aug	<i>BC Day (Canada)</i>	28-Aug	<i>Summer Bank Holiday (United Kingdom)</i>

### SEPTEMBER 2023

4-Sep	<i>Labor Day (Canada &amp; United States)</i>	19-21 Sep	Best Western Annual Convention
7-Sep	<b>NEWH Regional Tradeshow / Bethesda</b>	20-23 Sep	Design London
7-11 Sep	Maison & Objet	21-23 Sep	Sustainable Design China Summit
7-11 Sep	Paris Design Week	21-24 Sep	London Design Fair
8-Sep	<b>NEWH Executive Committee Zoom Call</b>	21-24 Sep	IDS Vancouver
10-12 Sep	The Hotel Show - Saudi Arabia	21-24 Sep	Arc Interiors
11-Sep	<i>September 11th (United States)</i>	22-Sep	<b>Leadership Lessons/NEWH EC</b>
11-13 Sep	BD Fall Forum	24-25 Sep	<i>Yom Kippur</i>
15-17 Sep	<i>Rosh Hashanah</i>	25-26 Sep	Hotel Summit
16-24 Sep	London Design Festival	25-29 Sep	Cersaie Ceramic& Surfaces
18-21 Sep	Lodging Conference	26-29 Sep	Marmo+Mac Stone & Design

### OCTOBER 2023

Oct TBD	PAD London, 20th Century Design	<b>10-Oct</b>	<i>Indigenous Peoples Day (United States)</i>
Oct TBD	Frieze Art Fair	12-15 Oct	BOND- EMEA's Leading Five Star Hotel Designers
4-Oct	Hospitality Design CitySCENE	13-17 Nov	Host Milano
<b>5-Oct</b>	<b>NEWH Regional Tradeshow / Minneapolis</b>	16-17 Oct	Independent Hotel Show
<b>6-Oct</b>	<b>NEWH Executive Committee Zoom Call</b>	<b>18-Oct</b>	<b>Chapter Leadership Lessons with Trudy</b>
8-11 Oct	Decorex	<b>19-Oct</b>	<b>NEWH Regional Tradeshow / Dallas</b>
<b>9-Oct</b>	<i>Thanksgiving (Canada)</i>	<b>20-Oct</b>	<b>Leadership Lessons/NEWH EC</b>
<b>9-Oct</b>	<i>Milad un Nabi</i>	25-26 Oct	Hospitality Design NextGen Forum
10-11 Oct	ITHIC - Italian Hospitality Investment Conf.	<b>29-Oct</b>	<i>end of Daylight Savings Time in UK &amp; EU</i>

### NOVEMBER 2023

Nov TBD	Hotel Designs Brit Awards	<b>11-Nov</b>	<b>NEWH, Inc. Board of Directors Meeting</b>
Nov TBD	BCFA Annual Luncheon	<b>12-Nov</b>	<b>NEWH, Inc. Executive Committee Wrap-up</b>
Nov TBD	HIX (Hotel Interiors Experience)	<b>12-Nov</b>	<i>Diwali</i>
<b>1-Nov</b>	<i>All Saint's Day (France &amp; Italy)</i>	12-13 Nov	BDIny / HX the Hotel Experience
<b>3-Nov</b>	<b>NEWH Executive Committee Zoom Call</b>	13-Nov	Gold Key Awards
<b>5-Nov</b>	<i>End-Daylight Savings Time in US &amp; Canada</i>	<b>17-Nov</b>	<b>Leadership Lessons/NEWH EC</b>
10-Nov	Platinum Circle Awards	17-18 Nov	HIX (Hotel Interiors Experience)
<b>11-Nov</b>	<i>Veterans' Day / Armistice Day</i>	<b>23-Nov</b>	<i>Thanksgiving (United States)</i>
<b>11-Nov</b>	<b>NEWH, Inc. Executive Committee Wrap-up</b>		

### DECEMBER 2023

Dec TBD	Cruise Ship Interiors Expo	<b>15-Dec</b>	<b>Leadership Lessons/NEWH EC</b>
<b>1-Dec</b>	<b>NEWH Executive Committee Zoom Call</b>	<b>25-Dec</b>	<i>Christmas Day</i>
<b>8-Dec</b>	<i>Feast of the Immaculate Conception (Italy)</i>	<b>26-Dec</b>	<i>Boxing Day (United Kingdom)</i>
<b>7-15 Dec</b>	<i>Chanukah</i>	<b>27-Dec</b>	<i>Christmas Holiday (United Kingdom)</i>
12-Dec	Hospitality Design CitySCENE	<b>31-Dec</b>	<i>New Year's Eve</i>

**Thoughts from a New Member**

I see you at the meetings,  
but you never say hello.  
You're busy all the time you're there  
with those you really know.  
I sit among the members,  
yet I'm a lonely gal.  
The new ones feel as strange as I;  
the old ones pass us by.  
Darn it, you folks urged us to join  
and talked of fellowship,  
You could just cross the room, you know,  
but you never make the trip.  
Can't you just nod your head and smile  
or stop and shake a hand,  
get over your mom's good intentions.  
Then go sit among your friends?  
Now that I'd understand.  
I'll be at your next meeting,  
and hope that you will spend  
The time to introduce yourself,  
I joined to be your friend

*Thank you to Angela Reed for sending us this poem*

---

**NEWH BOARD OF DIRECTORS MOTION FORM**

Date: January 19, 2023

Motion Number:

I, \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

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

Notes on discussion: