

Chapter President / Past President Call
Discussion Notes
Monday, February 19, 2018

Invited participants:
Chapter Presidents, Chapter Past Presidents

Please mark your calendar to participate in the next quarterly Presidents call. You will get a Ready Talk invite for the call.

- May 24
 - August 7
- Choose the time that works for you:
- 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Cindy Guthrie, NEWH, Inc. President led the conference call.

Resources

An NEWH Inc. staff organization chart was shared with call participants – share with your board so they know who their contacts are at the office. (attached to these minutes)

Remind your board to use the Board Resources on the website. Please see attachment for a how-to.

12 Principles in Governing Exceptional Board – attached – please share with your board members. It's a list of great principles to live by as you go through the year – everyone has different opinions and everyone has a voice, but we need to be respectful to all board members. These are good guidelines for working through things and why we do what we do.

One tool recommended by a chapter president was to have a folder for each meeting - and through the month, throw things in that folder that will need to be addressed during the next monthly meeting. It is helpful that you know it's all in one place when you sit down and start planning for your next meeting.

Chapter Status/Sharing

Houston – their board has struggled in the past with filling positions/roles on their board. They are having a hard time filling the VP positions. Their market is very small in Houston – their present board is actually more designers vs reps. They do have people stepping up into committee roles, but they need the director roles filled.

Comments: Other chapters shared the same struggle. They have an easier time filling committee chairs, but not the succession positions. One chapter worked as a team with the main leadership positions (president and VPs) in order to lessen the burden on one person. If you see someone who you see has potential, take them under your wing and mentor them and encourage them, especially the younger individuals and past scholarship recipients. Scholarship recipients may be looking for that type of mentorship and someone to help them along the way. Invite

potential members to your board meetings so they can see how they are run, they may be less intimidated to step up if they see how meetings are run. Try to solicit chairs for your voting positions (i.e. programming chair, membership chair, etc.) and those people can be mentored into the directorship role. They can start with smaller responsibilities but still feel like they are contributing to your chapter.

New York – they continue to have 120 people at each toasty Tuesdays. These are held at a hotel bar and they have hotel tours along with them. NY is very lucky in that regard of having a plethora of venues to choose from. They do need to crank down on having nonmembers pay to attend these events. They weren't as strict about it in the past but are trying to turn that around. This will hopefully grow their membership.

Washington DC – they are getting ready for Bethesda tradeshow on April 12th. They are putting together a Women in Business program for that morning. They had a membership drive last week and a student who had a minor in photography. It was a mugshots and margaritas event – they signed up 15 new members, with 3 additional Chapter Level Business members. They are doing sponsorships a bit different this year, offering lower levels per event and highlighting them at the event they are sponsoring. The local reps really helped market it. They also asked the board members to bring someone to each event. They gave away two free memberships (they were sponsored memberships by vendors).

Comments – for events think about including a membership included in your sponsorship levels (i.e. if a bowling event, the lane sponsorship would include a membership for them to give away – new members only – work this cost into the sponsor level).

Orange County – having hard time securing sponsorship dollars for their programming events. They do have a sponsorship menu in place. A lot of the venues have started requiring a \$1500-2000 minimum for an event, which is becoming more common these days than in the past.

Comments/Suggestions: See if you can get the designer of the tour to work out a deal with the venue. Contact the vendors who have product in the hotel to see if they would sponsor your event since their products are being highlighted. Reach out to local vendors who have showrooms, or design group with local spaces. Some of them may host the event and even provide some F&B for the event. Try to schedule on an off-night for the venue you are working with (Monday/Tuesday instead of Wed-Fri). Look into local schools to see if they have space you can use as potential space for an event.

Sunshine chapter had a CEU and were having a hard time finding space. They reached out to AIA who had a classroom and they had vendors sponsor food and beverage. So possibly look into if AIA has an office in their area.

NEWH Inc. Calendar of Important Dates/Deadlines

The NEWH Inc. office has put together a calendar that includes important dates/deadlines dates for our chapters/regions (delegate report deadlines, IBOD meetings, magazine deadlines, TopID deadlines, etc.).

You can always find the most updated version in the Board Resources/General Resources area – here is a direct link: <http://www.newh.org/wp-content/uploads/BoardResources/GeneralResources/2018NEWHCalendarDatesforChapters.pdf>

Please share this information with your board members.

TopID Reminder

When planning your TopID event, be sure it's an event worthy of announcing the TopIDs (good participation expected).

Remember that Hubbardton Forge should be invited to your events. Be sure you reach out to them and invite them to attend. Send your request to Diane at the NEWH Inc. office and she will put you in touch with Heidi Limone and/or a local rep who can help present the award.

Fundraising Events

There has been a situation where a chapter fundraiser has been very short of what is required by the IRS. It's imperative to ensure that your fundraising events are hitting the fundraising goal set (shoot for 40% net proceeds goal). Failure to do so may put NEWH's nonprofit status at risk.

Developing Buddy Design Firm List

Encourage your local boards members to develop a buddy design firm list to have them personally invite those people to your invite.

Membership Discounts – Regional Groups

Regional groups can offer a member discount (new members only) at a membership drive. The member dues are divided between NEWH Inc. (\$75) with the remainder going right into the regional scholarship account. If a regional group offers a discount, the group would just receive a lower portion that is allocated to their scholarship amount. Contact the NEWH Inc. office for logistics on how to offer a lower dues amount for your region membership drive.

Corporate Partner Banner

Corporate Partner banners will be shipped out within the next week to the chapter presidents/regional chairs.

Reminder - Board of Directors Listing

Look on your chapter/regional page board of directors listing – is everyone is listed? Does each board member have a photo and bio? You can send pictures or bio updates directly to newh.membership@newh.org. (Note, if someone isn't listed on the website, it's either because we do not have your current board listing or the person has not paid their dues. Please contact the NEWH office.)

Use Available Resources

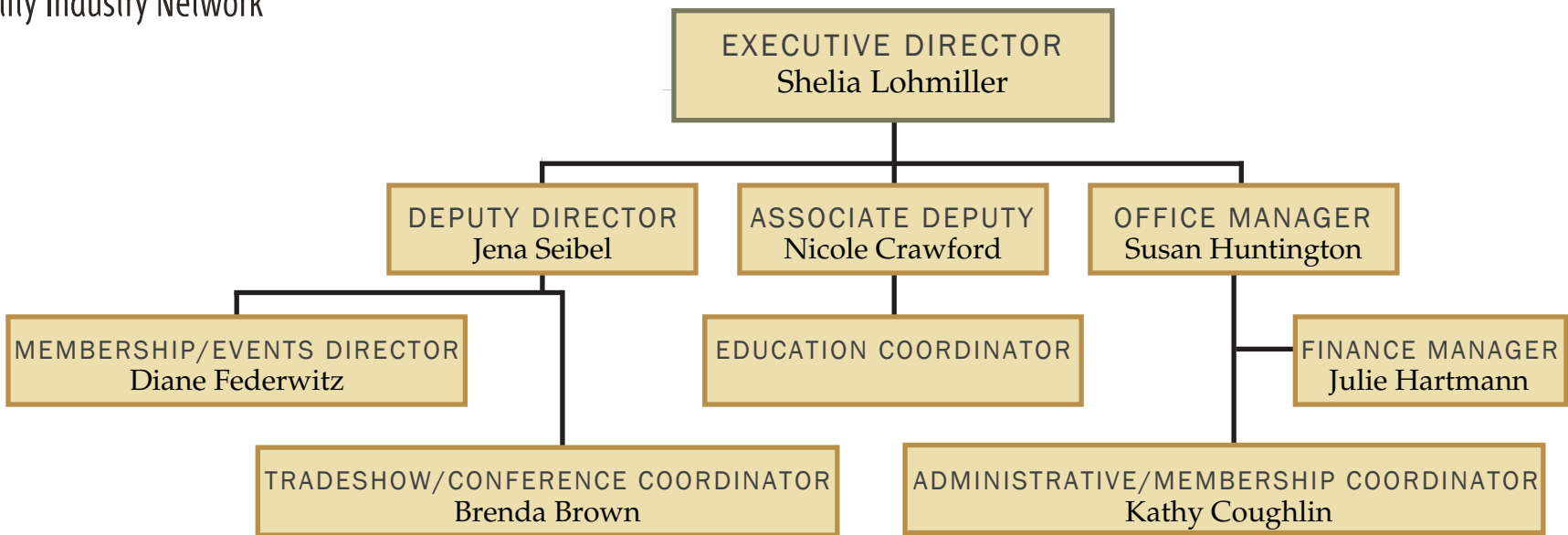
Have an issue or something you want to discuss? Please reach out to the Inc. office or the individuals below for any help you need. Think of us as an extension of your chapter board and know you have support when needed.

Cindy Guthrie
NEWH, Inc. President
cindy@guthrieassociates.com
(561) 753-9506

Julia Davis Marks
NEWH, Inc. Executive Advisor
jmarks@picture-source.com
(206) 226-8906

Trisha Poole
NEWH, Inc. Past President
trisha@designpoole.net
(321) 773-9000

Or feel free to call the NEWH office if you have any questions. – 800-593-6394.
We look forward to assisting you in any way we can to make your job easier!



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| ADMIN. SERVICES
Kathy Coughlin | BOARD TRAINING
Jena Seibel
Nicole Crawford
Diane Federwitz | CHAPTER FINANCIAL SUPPORT
Susan Huntington
Julie Hartmann | COMPLIANCE
Nicole Crawford
Susan Huntington
Kathy Coughlin | CONFERENCES
Jena Seibel
Brenda Brown
all staff members | CORPORATE PARTNERS
Jena Seibel
Shelia Lohmiller |
| CONFERENCE/DISCIPLINE CALLS
Diane Federwitz
all staff members | EDUCATION
Nicole Crawford
Jami Clish | FINANCE
Susan Huntington
Julie Hartmann | FUNDRAISING
Susan Huntington
Diane Federwitz
Julie Hartmann | GENERAL OFFICE PROCEDURES
Susan Huntington
all office staff | INDUSTRY TRADESHOWS
Jena Seibel
Nicole Crawford
Susan Huntington
Brenda Brown |
| MEMBERSHIP
Diane Federwitz
Kathy Coughlin | NEWH AWARDS
Shelia Lohmiller
Diane Federwitz
Nicole Crawford | NEWH MAGAZINE
Shelia Lohmiller
Jena Seibel
Nicole Crawford | NOMINATIONS
Julie Hartmann
Diane Federwitz | PROGRAMMING
Nicole Crawford
Brenda Brown | REGIONAL TRADESHOWS
Jena Seibel
Brenda Brown
Susan Huntington |
| SCHOLARSHIP
Nicole Crawford
Jami Clish | SOCIAL MEDIA
Diane Federwitz
Nicole Crawford
Shelia Lohmiller | WEBSITE
Diane Federwitz
Shelia Lohmiller | | | |

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!

NEWH Board Resources

<h3><u>General Resources</u></h3> <ul style="list-style-type: none">The Structure of your Board of DirectorsChapter Organization ChartChapter Board Member Job DescriptionsChapter Business Plan TemplateCommercialism Policy/NEWH Logo UsageJoyce L. Johnson Award / Recognition of ExcellenceCorporate Partner SignageNEWH By-lawsQuarterly Conference Calls/Webinar Schedule and MinutesChapter CalendarMandatory Chapter Director Webinar Training	<h3><u>Board Meeting Resources</u></h3> <ul style="list-style-type: none">Board Meeting AgendaBoard Meeting MinutesMotion FormWho Can Vote?Reporting to the BoardAchieving ConsensusThe Art of DelegationCommunicating with your Chapter MembershipConflict of Interest/Code of EthicsDealing with ConflictDecision MakingMotionsWho Can Vote on your BoardParliamentary ProcedureProject Scope DocumentQuarterly Conference Calls/Webinars
<h3><u>Board Training</u></h3> <ul style="list-style-type: none">Board Orientation/Training for Full BoardChapter Board Member Job DescriptionsQuickbooks SeminarSmart GoalsTraining PowerPoints for each Board Position	<h3><u>Financial Support</u></h3> <ul style="list-style-type: none">Budget CalculatorCheck RequestContractsEvent InvoiceTax Exempt ExplanationTravel Reimbursement
<h3><u>Marketing</u></h3> <ul style="list-style-type: none">Chapter NewslettersNEWH Corporate PartnersCommercialism Policy and NEWH Logo GuidelinesSocial Media GuidelinesPromoting NEWH and your ChapterMarketing Materials – OrderingPhotography ReleasePress Release TemplateBanners	<h3><u>Membership</u></h3> <ul style="list-style-type: none">Member Interest SurveyMembership Director InformationMembership DriveNew Member WelcomeRenewal Reminder

Nominations

Nomination Timeline
Job Descriptions
Chapter Board Organization Chart

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

TopID

TopID Criteria
Nomination Form
TopID Nomination Award Guide

NEWH, Inc. Policies & Procedures

Chapter Board Manual
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

CONSTRUCTIVE PARTNERSHIP¹

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 DRIVEN²

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 THINKING³

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 INQUIRY⁴

Exceptional boards institutionalize a culture of inquiry, mutual respect, and constructive debate that lead 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-MINDEDNESS⁵

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 TRANSPARENCY⁶

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 INTEGRITY⁷

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 RESOURCES⁸

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-ORIENTED⁹

Exceptional boards are results-oriented. They measure the organization's progress toward 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 PRACTICES¹⁰

Exceptional boards intentionally 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 LEARNING¹¹

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.

REVITALIZATION¹²

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.