

## **NEWH Events Call March 5, 2019**

Invited participants:  
Chapter Presidents, Chapter VPs/Development, Programming and Fundraising Directors

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

- June 4
- August 19

Choose the time that works for you:

- 8:00am Pacific/11:00am Eastern
- 4:00pm Pacific/7:00pm Eastern

### **Mentorship Update**

If your chapter is doing a student portfolio event, please consider using the correct branding (the mentorship graphic) – you can get from Stacy Costa. Also, you can add some other aspects in – as the mentoring program is geared toward all students (not just design students) – so we'd ask that you open your horizons and target all disciplines.

### **Programming Events: Quality vs. Quantity**

Chapters tend to do a lot – the key is to remember quality vs quantity. Instead of struggling putting on an event every month, plan 3-4 great programming events (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. If the programming director has a committee, maybe a committee member can just plan the happy hours, one can do a CEU, etc.

Think about the event – is this 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.

### **Programming vs. Fundraising Events**

To qualify for a programming event, the event must have an educational aspect. Did you have a speaker, a panel discussion, a tour, did industry members find your event informative and educational? You just held a programming event. Programming events are meant to be lower cost – enabling all your members to attend.

Is it going to be a 'FUN party'? NEWH doesn't throw parties unless they are FUNdraisers. Any event that is named 'gala' or 'black-tie' would be considered a fundraiser. A fundraiser makes money for scholarship – optimally your proceeds should be a minimum of 40%. A program should cover its costs and maybe have proceeds of 5 – 10%. A FUNdraiser's purpose is to raise money for NEWH's mission of Scholarship & Education; a program's mission is to develop relationships and build membership in a more business type setting.

Happy Hour events (sundowners, Tini Tuesdays, Thirsty Thursdays, etc.) are neither a program nor a fundraiser, they are not required to have any proceeds, and speakers or tours are not necessary. You have not contracted with a venue to provide a special room, etc. for a Happy Hour type event.

## Results of Activity Reports

Be sure you are pre-planning (budgeting) for your events by completing a preliminary Results of Activity Report (available as an Excel document on the website). **Chapters are required to submit a final Results of Activity Report for each programming event within 45 days after the event.** At the time of your broadcast email request, the NEWH Inc. Office will be reminding you to submit the report after the event. If we do not hear from you within 45 days after the event, the NEWH Inc. office will be calling you to complete it over the phone.

## Chapter Event Status/Updates

**Atlanta** – last week had kick off programming event at a brand new wine bar – designed by a local designer. Had 3 designers come in and tell story why it was name, about the chef's family and history – it was a beautiful design. The engagement with the chef/owner put all the design into context – great event, got some new members. They have a mentor event tonight – students coming with 5-6 mentors to talk with them about their portfolios. They have 3 other restaurant series/hotel tour events throughout the year.

Word of advice – if you plan it, they will come! (get your calendars out early!)

They are planning their top ID event in December. They are doing golf event in June so there's enough time between December gala and their golf event. Everyone then knows their TopID and awards event is always in December and can pre-plan. They bring the TopID on stage and award them on stage, and they recognize them to the whole Atlanta area. They usually have 250+ people attending and the majority of the design community does attend.

**Vancouver** - holds their TopID every November and have at a hotel that's been recently refurbished and have hotel tours as well. This attracts many designers to come out – they also have the actual designer who designed the space to speak. This year they've held a student roundtable – they also had a panelist discussion includes some owners and designers as speakers – it was open discussion in small groups and the students could ask anything – had a lot of positive feedback. They just had a trivia night – just a fun networking event. Also planning a coffee shop/tour tasting event being planned, and a summer sundowner (dog days of summer, people bring their dogs – and a prize for the best dressed dog). Also looking into a fall tasting event – they have a local restaurant that has a taste kitchen.

**Los Angeles** – they just had a very successful spec writing workshop – held at a new showroom downtown. Lots of students and designers came out and got a lot of great feedback. They are planning on doing more of that this year. Planning a hotel tour in March – and will include a panel with hotel owner, designers, etc. as part of the event.

**South Carolina** – started off the year with a CEU and because of the geography of heir region – they did a 2 city tour. They had first board meeting last month and decided they were going to focus on education and scholarship this year. Doing a scholarship event in October and Christmas party in December. They also want to hone in on getting students involved this year.

**Orange County Region** – this had done 5 events last year – toward the end of the year they had their TopID and scholarship events. They were fortunate in having two Marriott type of brands open up in their neighborhood, so they had a panel, a hotel tour – all the bungalows used a local designer which was nice. For the scholarship event, it was an another Marriott in Irvine – they had the Marriott developer – RD Olson – came in and talked about his process of how he works with Marriott and try to keep it local. They also had a person from Gensler talk about how he got into the business, what they are working on, etc. It was a nice way to end the year with those two events. This year they'll plan to spread out their events a bit.

**Memphis** – they are a 1-year old regional group but their board is a strong group of people. So far they've put on 4 events, 2 of which were more of a happy hour/cocktail type of event – 1 was a local hotel tour. They invited the local specifier in to give us a tour. They tour type events where there's an incentive for the local community to join get a better turnout. They did a TopID and scholarship event around Christmas time which went very well – letting the community know what NEWH is about. They do have a good schedule for this year – with a local Hotel Indigo tour with Hilton architects in Memphis. (Great start Memphis!)

**North Carolina** – they are just starting planning for this year – looking to combine Raleigh area, Greensboro, Burlington, and possible Charlotte area – for an event. There's a development that is an old mill turning it into 4 types of condos with a winery, brewery, etc. – with a networking event afterwards. They are trying to get people to communicate and connect as well – they are spread out so they want to get everyone to feel like they are part of something.

**Chicago** – the next event will be the new member event – something they have done that past few years – it helps the newer members meet each other as well as the board members. It's more of an intimate networking event where you can have meaningful conversations. They do have a few new programming events this year – they are doing a twist on their panel discussion this year with it revolving around restaurant design. They are having the design firm, and a celebrity chef they've designed a restaurant for as speakers. They also do a young professional event – and have had chef students or people who want to get into restaurant management – hoping the restaurant design event will bring more people in to the young professional event. They do have 3 fundraisers (bowling – where the sponsorships were spoken for within 48 hours), they have summer social (upscale cocktail party and include an outdoor venue for the summer feel), and masquerade ball in October... they used to introduce TopID and scholarship winners but it gets to be too long so they are looking for a different type event to honor their TopID and scholarship winners.

*\*Idea* – look at chapter board reports from the IBOD packets from each board meeting to see what other chapters are doing for their TopID/Scholarship type events. Reach out to those chapters for further communication.

**Rocky Mountain...** have bowling event and golf event (on off years of regional tradeshow). They also do networking and a speed mentoring event. They are looking at events to see what has the biggest draw and focusing more on those impactful events. They'll be doing a member survey for that. Also creating a buddy program to welcome new members in, what type of events they'd like, etc. They have a sundowner coming up an adaptive re-use space with a tour with the architect of the space.

**Northwest** – their geography is split between Seattle and Portland so they have events focused in those areas. They have a hotel tour in both places and small events through the months. Their Savor Uncorked is their large fundraiser program – they honor TopID and give scholarship recipients they also raise money with silent auction. This year they will be restructuring the program to give members what they want. They have tables available to be purchased and those people want to have more time with the people at their tables so they have restructured how they are going to highlight TopID and how to introduce students and why they are all there. The leadership conference gave them a lot of tools and ideas of pulling at people’s heart strings. They want to build on their success (last year they had 40 applicants of students) – want to build on that momentum and reach out to markets they haven’t tapped into yet (culinary, hospitality construction, etc.).

## TopID Update

The committee is tweaking the nomination criteria and the TopID information will be coming out in April to chapters. The deadlines will be in the Awards section of the board resources section of website and also on the deadline document for chapters/region.

<https://newh.org/boardresources/topid/>

<https://www.newh.org/wp-content/uploads/BoardResources/GeneralResources/2019-NEWH-Calendar-Dates-for-Chapters.pdf>

Having a TopID and scholarship recipients’ awards event is a great idea to put those recipients in front of those winning firms. Be cognizant of the dollar amount of tickets and sponsor dollars being raised – once you start adding in a very expensive venue, entertainment and other things like photo booths, etc. – this will be looked at more like a fundraiser. Please be sure to check with the office before planning your event. It’s hard to put a dollar amount on the ‘cut-off’ for this type of award events because costs can vary so much depending on geographic areas.

These dollars are gathered to support NEWH’s mission – don’t plan to do things that are over the top – make the programming events count with educational aspects.

## Reminders:

### Many Resources Available

There are many resources available on the NEWH website for fundraising. You do need to login in order to view the NEWH Board Resources area. Once logged in, go to the bottom of the home page, under Resources menu, click on NEWH Board Resources.

The image shows the footer of the NEWH website, which is dark teal with white text. It is organized into five columns: ABOUT US, EDUCATION, RESOURCES, and SUSTAINABILITY. The RESOURCES column contains a list of links, with a red arrow pointing to 'NEWH Board Resources' at the bottom of the list. Social media icons for Facebook, Twitter, and LinkedIn are located at the bottom left.

ABOUT US	EDUCATION	RESOURCES	SUSTAINABILITY	
<b>NEWH</b> The Hospitality Industry Network NEWH, Inc. P.O. Box 322 Shawano, WI 54166 800.593.NEWH (6394) phone 800.693.NEWH (6394) fax	Vision and Mission Message from our President NEWH Inc. Board of Directors NEWH Partners Awards NEWH History Our Staff Contact Us The Legal Stuff	Available Scholarships About Scholarships FAQ about Scholarships Chapter Scholarships ICON of Industry Scholarship Find A Great School Sustainable Design Competition Christine Kennicott Louw The Clifford R. Tuttle Scholarship	Career Network Member Directory Emerging Talent Resource Directory NEWH Magazine Top Interior Designers Industry Links Industry White Papers NEWH Board Resources	Sustainable Design Competition Green Voice Events Sustainable Glossary Sustainable Links Sustainable Presentations Tales from the Environment

In the Programming/Fundraising folder you'll find many templates/samples to use for your directorship.

Look at FR 101 – various ways of coming up with sponsorship levels, what to look for and what to provide (marketing benefits, day of event benefits, etc.) – it does need to be lucrative for them.

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Any questions? Contact us!

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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!