

## NEWH Events Call June 5, 2018

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.

- August 20  
Choose the time that works for you:
  - 8:00am Pacific/11:00am Eastern
  - 4:00pm Pacific/7:00pm Eastern

### Chapter Event Status/Updates

**Washington DC** – trying to determine if their scholarships awards event should be a programming or fundraising event, which is one of their challenges – as it's one of their programming events but they do want it a bit more formal.

*Ideas:* In order to be a programming event, ask your TopIDs to speak, or have a panel as part of your event in order to add an educational aspect. Or, if you do plan to make an event like this a fundraiser, then go ahead and plan a more formal type/dinner event and awards presentation.

DC is also looking forward to their upcoming event which is a color trend forecasting event this month – a speaker from P/Kaufmann will be doing the presentation at their event. They feel it'll be a good draw for designers and students.

**North Carolina** – they kicked off the year with a hotel tour and networking event – 2 properties that share a common pool and other areas. They are having a summer solstice coming up where the ownership and design firm will be speaking. They do have sponsors for that, but their issue is finding people to help put on the event – people want to show up but not necessarily help on the committee or help the day of. They have a pretty small regional steering committee with only about 4 people on their committee.

*Ideas:* pull your students in assisting with your events. After providing a scholarship in your region and getting schools involved, that may spark interest in the schools to get students to more involved to help with your events.

Ask for volunteers from your members – get names of people interested and then reach out to those people when your events come around asking them to help (give them task-specific duties). There are 2 types of volunteers – type A who will do anything and take the reins, and then the volunteer who needs to be told/directed. Recognize what type of volunteers you have and have person who is very good at delegating and following up.

**Memphis** – they had their first official event in early March with 60-70 people, it was a local tour of a hotel. They had the designer speak about the design and had 3 sponsors. They got a few students there as well and are working about getting more students involved. They were very excited with their first meeting/turnout!

**Sunshine** – their fundraising event is in October and they started planning a year ago. They found a great venue this year, a unique fun place in downtown Orlando. Recently, one of their local newspapers came out and it got red-tagged, however it supposedly will be back up and running by October (they hope). Has this happened to anyone else who's had to quickly change venues?

Suggestion: Keep in constant communication with the owners so you are aware of the progress.

North Carolina – did have a venue back out completely – they already had sponsorships, but their main sponsor didn't respond and they found out late that the venue wouldn't be ready. They are putting together a Plan B (but they did manage to book the first location to future date.) They did an all-call to their members asking them who in the last year has done a major renovation in the last year for venue suggestions.

If you do have to cancel at last minute (due to weather or other unforeseen circumstances), be sure to get the word out on social media as well as contacting the NEWH office who can email broadcast a cancellation announcement.

**Arizona** – they are in process of planning November fundraising event – NEWH Honors. In April, they had their wine and dine under the stars which benefitted the culinary students. Turnout was less than last year but they had more students this year. It conflicted with BDwest which hindered designer attendance a bit.

**Northwest** – they are having Savor Uncorked this summer and honor their TopIDs. They raise all of their scholarship money from this event. They are able to give \$35K this year (last year was \$25K).

**Atlanta** – they are in the process of planning their golf tournament in October – it's their largest fundraiser other than the tradeshow. They were thinking of themes – may be doing a lumberjack theme. For programming events, they have done small restaurant type/sundowner type this year – but they do tend to be more rep heavy.

*Suggestions:* Dallas has had that problem in the past, and they challenged their designer board members to get their counterparts to the event.

If you are having any type of tour for an event, to ensure a good turnout be sure it's occurring at a newly remodeled venue that people/designers want to see the latest and greatest.

**Dallas** - had their scholarship event recently with a great turnout and a great turnout earlier this year (190 attendees). They also had a membership drive at a venue where you could play outside games.

## Question to group: Has anyone done a CEU?

Arizona did one last year, had a very low turnout. If they have one in the future, they will look to pair it with a different event as well.

Atlanta planned a small CEU last year in a showroom, and it was small but it did fill up quickly and the designers were able to make their own mosaic tile.

*Suggestions:* Interactive type events can be more of a draw. Arizona did a collaborative event with ASID and IIDA about empowering interior designers in Arizona, which was very well received with a large turnout.

Dallas has Metrocon every year and ASID joined with NEWH and offered full days of CEUs and breakout sessions along with the tradeshow.

## NEWH Programs - Update

**BrandED** – this is an educational program bringing hotel brand and brand professionals to NEWH chapters and regional groups. Debbie McKelvey handles details for all BrandED events. It gives designers interaction with the brand – which has been invaluable to participants. The brand comes to your territory – if your chapter/region is interested, please let NEWH office know. The brickwork has been laid for the event by NEWH so there isn't a lot of work for the chapter to do except to support the event and get the word out. Having a BrandED event in your area is contingent on the brands that want to hold the event in your location.

**Mentorship** – this program is all about education and mentorship not just targeted to students, but interior designers, purchasing agents, sales reps, etc. The event is where you sit down with industry professionals and ask questions, etc. and then receive a 6-month mentorship to reach out to those industry professionals. This is a new event that is still in the formation and development stage. Contact Stacy if you are interested in putting together this type of event.

*Idea:* Dallas holds E3 events (educate, elevate, engage) – their own type of mentorship type program for everyone including students, junior designers, etc. and they team them up with senior designers/purchasing agents, etc. Feel free to contact Ron McDaniel for details on how Dallas has put their E3 events together.

## Reminders

Display your banners! Please be sure to have them up at all your events (Corporate Partner, Leadership Conference, and TopID banners). Not sure what banner to display at your event? click here for guidelines -

<http://www.newh.org/wp-content/uploads/BoardResources/Marketing/NEWH%20banner%20placement%20guidelines.pdf>

Thank corporate partners! If any are present at your events, recognize them and thank them directly.

Event Invitations – be sure they are specific and include details so attendees know what to expect at your event.

Stay tuned... templates for sustainable programs for chapters to use is in the works!

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!