

**NEWH Events Call
August 14, 2017**

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

Chapter Event Status/Updates

Sunshine – doing well with fundraiser. Biggest challenge right now is a Tampa event. They have a September event coming up. The last one was a tour of Hard Rock Casino in Tampa – did not have a good crowd from Tampa area. They typically have their events on Thursdays.

Suggestions: Maybe try moving to a different day (Tuesday or Wednesday) in trying to get earlier day in the week for designers. Also suggestion is to have a location right in the city that maybe would bring in more people. And possibly to have a speaker from that particular project to speak, just to up the interest. Or possibly adding a CEU into the event to bring in more designers.

The next event they are maybe talking into getting a party bus to draw more people.

South Florida – they are rebranding their annual fundraiser to Golden Palm Masquerade Fundraiser – are hoping to build on momentum from last year. Are planning to start event earlier next year (getting ideas from Sunshine chapter). The one challenge this year is the TopID (they are typically used to giving out the award at that event).

Suggestion: re-honor your 2017 TopID awardees at this year's fall event, and let the people know at the event that the 2018 TopID will be announced at BDNV. Try to get your TopIDs involved in a 2018 program next year – have them as panelists/speakers at an event to highlight them.

The chapter is also trying to reach out to broader areas within their demographic area.

North Central – has blank canvas competition each year – is open to all hospitality people (usually interior designers or graphic designers) – to design a fabric. The winning fabric gets upholstered on a chair. Also have a student winner – they get extra yards of fabric printed for them. Unfortunately, they didn't get a lot of submissions but did get 4-5, even with better marketing this year and extension of deadlines. They do have an entry fee – wondering if they lower it if it will get more submissions.

Suggestion: sometimes people look forward more to the actual event than the competition itself. If you find a way to really highlight those winners, maybe it would bring in more submissions for upcoming years (make the award presentation more flashy, bragging rights, etc.)

Dallas – having a bit of trouble getting auction items for their next fundraising event. They never had issues getting items in the past, but this year it's been especially difficult. They are going to do some cold calls as well as target more social media.

Suggestions – thank existing sponsors on Instagram – that's helped with getting future submissions. Also may want to contact vendor companies that hold business level

memberships with chapters, they might be interested in being asked to donate to another chapters' fundraiser. You can find the current business members here:

<http://newh.org/resources/business-member-directory/>

They just had two events within a few weeks so they've been busy. This past week they partnered with MetroCon – a Dallas based event – they had a booth, and did a kickoff party/networking event the night before MetroCon, which was very well attended.

Northwest – they just finished the most successful fundraising event they've ever had. They did do a live auction this year for the first time, it was a bit scary but went well. Gave out scholarships and honored TopID winners as well.

They currently are having a hard time getting TopID submissions for 2018 but are working on it.

They do find they get more response on social media (Instagram) sometimes gets more response than email broadcasts.

Arizona – they just had their first meeting of the board to start planning for 2018 – they will look into working one of the new NEWH programs (see below) into their calendar for the year. Will try to get sponsorships earlier than later for next year. They are planning a NEWHonors event for December – it was intended to be much larger when they first started planning, but they are scaling it back a bit – they are a younger chapter and don't want to take on too much. Question – how do you address a big event for the first time – to make it a big splash but not taking too much out of the board?

Suggestion: Make the first year a trial. Set realistic goals based on the volunteers you have – don't try to do too much, but do something attainable. Market the event in a way that you can market it every year – use consistent graphics, use the same 'brand' for your event. Another idea – for a bigger event, sell tables – not only are you selling the sponsored tables, but then the sponsors are bringing in the designers to fill their tables.

Also think about getting a sponsor menu out now for your 2018 programs so vendors can include in their budgets for next year. See board resources section for sponsorship menu samples.

They are thinking about doing a membership drive in the fall – especially for trying to get students – to get the NEWH word out when students are starting school.

Orange County – has some positions open that they are hoping to fill soon. Earlier this year, they partnered with LA chapter to put on the Fashion Runway. They are hoping to reach out to San Diego to do an event or two here.

Suggestions: Debbie mentioned LA is hoping to do a BrandED event early next year – maybe Orange County can work with them.

Atlanta – they have had quite a few restaurant tours this year. Last year they were heavy in hotel tours, this year more restaurant tours. They are having a student portfolio event coming up which will be held in a showroom. They are gearing up for scholarship/fundraising event as well.

Suggestion: send a write up of the event to NEWH office to include in the board resources section – how they planned the event, what it entailed, what students and what the designers got out of the event for an example to other chapters.

Stay tuned...

NEWH is looking into expanding CEU materials/resources, as well as a privately held speakers' bureau that could be available for chapters to use.

NEWH Programs –

There are 3 NEWH programs chapters should discuss every year, discuss at your strategic planning meeting when planning for the year.

BrandED – These small interactive seminars give designers, architects and purchasers an extraordinary business opportunity to learn about exclusive Brands and Brand strategies. This is a great opportunity to meet with brand and learn from the brand.

Give 2-3 different months when you want the event, so Debbie can help plan calendar dates with the brands. This is about a 3-4 hour event. Keep in mind to not try to do it in conjunction with any tradeshow, it should be a separate event for your chapter. For more information, contact Debbie McKelvey DebbieMcKelvey@bernhardt.com or Stacy Costa scosta@koroseal.com

Debbie will get out a few documents in the next few weeks – how-to's, instructions, etc. – Debbie and Stacy are very willing to help you!

Women in Business – A panel of high profile women business owners share their experiences: how to develop your own brand, the fine line between confidence and arrogance, fortitude... what it takes to stay the course, how to differentiate, the art of negotiation, and the politics of doing business. Go to board resources for more information. This event is a great event to do in conjunction with a tradeshow since it's only an hour event. For more information, contact Shelia – info@newh.org

Mentorship – NEWH believes that with the correct tools, mentor opportunities and networking, our students, new graduates and young professionals will have success in their hospitality industry careers. The mentorship program is specifically designed to support students, new graduates and young professionals who are entering the hospitality industry. This is something we hope your chapter incorporates into your calendar every year.

Please reach out to Sandy Banks with questions on Mentorship – sandy@sandybanks.com

Any questions? Contact us!

Chris Wasmer, NEWH, Inc. VP Education, wasmer@outlook.com
Stacy Costa, NEWH, Inc. Director of Programming, scosta@koroseal.com

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!