

NEWH Events Call August 19, 2019

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

Reminder: What is a Program?

What type event are you planning? Is it FUN event or a FUN party (golf, bowling, gala, party atmosphere, etc.)... NEWH doesn't throw parties unless they are FUNdraisers. Are you having a speaker, a panel discussion, a tour – will industry members find your event informative and educational? If so, you are planning a Program.

A program should cover its costs and maybe have proceeds of 5 – 10%.

Educational program topics – seek out experts from the hospitality and educational community – manufacturers, purchasing professionals, design professionals, developers, owners, project management experts and educators. utilize resources of other organizations such as USGBC, AIA, ASID, FITWEL.

Mentorship Update

Mentoring gives students, new grads and young professionals the correct tools they'll need in the hospitality industry. Many chapters are doing a mentorship programming event like student portfolios, resume review, etc. 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. Having a night the students can sit with industry professionals is so beneficial, and be sure there is follow-up with those students – professionals are typically more than willing to follow-up with students they met with.

Stacy would love to help you plan a student portfolio event at your chapter – if you have questions please reach out to her (scosta@koroseal.com).

Reminders

- Event Invitations – be sure they are specific and include details so attendees know what to expect at your event.
- Reminder to turn in the results of activity report for each programming event to Susan Huntington at the NEWH office
- Nomination/election time – start mentoring your replacement for next year and/or finding a chair person to shadow you next year
- Reminder: TopID judging – top 3 choices are due to NEWH office no later than September 1st – presidents/regional chairpersons can contact the winners October 30th - the 2020 winners are displayed on a banner at BDNY in November, added to the website in December, and announced in the first magazine of 2020. Awards are expected to be shipped to chapters/regions by the end of October.

Chapter Status Reports

Memphis/Mid-South Region – They have great volunteers – and will look into having a mentorship chair (maybe a designer would be a great person to fill that position). Good things happening in Memphis – they've had really good traction over the past year. They had a tour at a boutique hotel with a rooftop party that went over very well. They are having a Hilton new construction tour coming up – the architectural division will be giving a tour and hopefully they'll have a great turnout. Region is growing strong, members are wanting to continue their positions and others wanting to join in. They also did their first partner event with AIA/ASID and another organization which was great – reaching many different types of people.

South Florida – Recently they did board training and have restructured how they do their events and mingles. They are being more strategic and are adding a lot more programming – they are working on a hotel tour for September.

Question – can they have 2-3 manufacturers involved in the tour instead of just one vendor?

Have several vendors sponsor the event to share the makeup of up the project. Atlanta has had several hotel tours and they reach out to the design firms as well to participate – they also reach out to the vendors who worked on the project and they approach them for sponsoring the event. Make signage and put it inside the hotel room being toured on the actual product (if you are getting sponsors who have supplied the product) – if you are opening to any vendors, then no signage in the room should be used – just have a general thank you to our sponsors sign.

Orange County - They had a few Marriott properties in the area and had a few functions using those properties last year which worked out well. This year they had a tour at a remodeled Renaissance – had a kick-start session in the lobby.

Toronto – working on golf tournament (fundraiser), getting great support. Working on a programming event in September and working on scholarship award event with an educational aspect – focused on latest technology with products they manufacture.

Sunshine – fundraiser is derby theme – coming up in October. CEU event is being planned for a future month. They have done a BrandED event in the past. They also have DASH event, which happens in November – and is a presentation of the TopID winners where they talk about projects.

They've had a difficult time building relationships with the actual schools/educational institutions in the past – with the department heads and personnel at the schools.

Dallas – have had restaurant tours with the design team talk after some networking time. They talked about their process and inspiration behind the design. They also are planning a hotel tour in December. They will be doing a masquerade type event that includes designing a mask with a design/vendor team pairing.

Chicago – they have three programming events this year, one more upcoming. They had a panel discussion called Designing for the Chef – and worked with a restaurant development group. This event brought in a culinary aspect with design so this met a need they wanted to tap – it went well. They just completed a tradeshow last week. They are struggling how to get more TopID nominations in and to show value – this year they did a TopID presentation and panel discussion – to show more value to their TopID recipients and called it View from the Top. It went very well. They are planning an upcoming hotel tour at the St. Jane – it used to be the Hard Rock hotel. They

will have designers talk about their inspiration and then have a tour of the public areas and guest rooms.

New York – had an owners’ roundtable event and product runway for their fundraisers. They talked about bringing in a culinary component to product runway but decided that will take more planning, maybe in a future year. They found a new venue for the product runway this year. They believe product runway has run its course so they may put it aside for a few years and then bring it back. Possibly looking into a type of tablescape type event, but are cautious since they do not want to be too similar to other organization’s events in the area. Possibly looking into an NEWH cookbook as a possible future idea. Also looking at streamlining passing of the torch, to mentor the up and coming director.

Suggestion: To streamline passing along responsibilities from year to year, Atlanta has gmails and they pass it along the login/passwords to the new directors/chairs each year, so the new person has access to past emails.

Northwest – they recently had their fundraising event – where they honor their TopID and give their scholarships. The last 2 years they’ve given \$35K a year. It draws TopIDs because it is a night of being honored. They made a lot more than normal because they hired a professional auctioneer, highly recommend this. They have their tradeshow this year and will be doing their second hotel tour of the year with a panel discussion, and planning one in Portland as well. In September they are having their second event in Boise – they are hoping for 30 attendees (last year it was just a happy hour). They are having it at a recently renovated building so hoping it’ll draw a decent amount of attendees. They have a board member that lives in Boise who is spearheading the event. They also did a Sip and Sketch in Seattle this past spring which was a fun event for the designers. They are discussing a fall education event where they will talk about the crossover between hospitality and corporate design.

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!