

NEWH Events Call August 20, 2018

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

Some discussion points to cover:

- Reminder to do event recaps so potential members know what kind of events they have had in the past
- Getting invites out in timely manner, and any call for sponsors for your events
- Concentrating on educational content for programming events (i.e. hotel tours, panel discussions, speakers, CEUs, etc.) to make them educational and mission driven
- Showing member value – if budget enables you to have members free, nonmembers pay (no less than \$10 if paying on website) – if there is a member cost, remembering to show that member/nonmember different in ticket price (suggested \$10-20 difference)

Chapter Event Status/Updates

Chicago – programming events so far, public forum which was a group discussion with a panel-those who have started their own business in hospitality. Had someone who was in manufacturing, purchasing, design firm, and a multi-line rep group. They talked about pros/cons of running their own business. Had 40-50 in attendance. They charged nonmembers \$10 (members free) – they did have sponsors for the event. Had short cocktail hour with apps and a photographer. It was a low-cost event. They had women and men as panelists. The women really linked their past and where they are now to NEWH.

They do have a hotel tour coming up – Hotel Zachary – reps from architectural groups, hotel management, etc. are talking at the hotel. They are thinking about charging a minimum amount – expecting 60-75 people and do not want people to RSVP and not show up (if it's free) just to be sure people show up.

Dallas – not charging people for tours this year, trying to show more member benefit and having them attend more events for free, from their feedback from past events.

For fundraising – Chicago had their summer social event – it went really well. The only pain was parking, because the venue was shutting down the street the next day for a festival (they weren't aware of this when planning). They had a good turnout and sponsors were very happy with what they received. They had a lot of different people from the industry, not just reps/designers. Now they are planning their masquerade ball at the end of October. Invite will go out in about a month – save the date has gone out.

Northwest – they had their spring hotel tour in Seattle (they have one in Seattle, one in Portland). They have themed rooms there – they were fully sold out and had a wait list. They are planning Portland hotel tour in October and starting to seek out sponsors. They are pushing membership in Portland as much as possible. They are planning a small Boise event as well just to spread the word about NEWH.

San Francisco – they are gearing up for their big Wine by Design fundraiser in September. They are going to be doing a brunch wine tasting at a winery and have a raffle there and then a downtown walking tour/free time, and following that we meet at the hotel and do a reception/tasting and then get back on busses back to San Fran. They are doing a theme of Alice in Wonderland with a hat competition.

Arizona – they have their honors events coming up in November.

Question - people are coming out for the Lodging Conference and how can NEWH get more involved? Jena will try to find a contact person there to touch base with to see if there are any opportunities for the local NEWH chapter to be more involved.

Question: How do we get local educational institutions more involved? It's based on relationships, reach out to your local colleges/universities to find out who the correct people are to reach out to and form relationships with them. Who do you contact who would help get the word out of your chapter events. Also, be sure to include social media as well as reach out to your students to get them involved and help you get the word out to other students.

Leadership Conference – Feb 7-9 in Miami

Presidents should have received banners to display at all events/functions. If you want to send students, you can use funds from scholarship funds (up to 2 students – pick scholarship recipients or those students who are really the future stars of our industry). If board members want to attend, some chapters are covering some of travel/lodging – depending on chapter's budget. Be sure those LC expense numbers are worked into your budget. Be sure to have corporate partner banners and leadership conference banners up at each event.

BrandED – goal of the BrandED program is to educate designers, architects, purchasers about the brand. We did Delta brand in Marriott who did a 3-hour presentation, for 1.5 hrs they go through the slide show, people ask questions, it's interactive. Since they were in Marriott we toured the model rooms. The last hour is a cocktail reception where the brand people are there and the architects/designers in the room get to talk to them. If your chapter is interested, contact Debbie McKelvey. We only need sponsoring vendors, and those are the only vendors that are able to attend. The sponsors are chosen by a lottery system. For example, for Atlanta we had 12 potential sponsor names and 4 sponsorships available. The call for sponsors goes to all vendors in the database (not just chapter level) – and you have the potential to put your name into the lottery if you are interested in sponsoring.

The attendee invite goes to surrounding states of designers, architects, purchasers, franchisees, and students, cost is \$25 members, \$75 nonmembers, \$15 for students to attend.

We are not limiting the brands, Debbie wants to get as many as we can so we can get it to all the chapters who are interested.

We have two coming up in Atlanta and Memphis, and have had one in Dallas and Washington DC. Debbie is talking to 3-4 different brands to be able to offer more events. Debbie does all the work – hotels, rooms, catering, calls for sponsors, etc. The only thing your chapter is required to do is marketing it to your A&D community. Any proceeds go toward your scholarship fund. The goal is to have 4 in a year.

Mentorship Program - go to website and look at the mentorship area of the website. Under Resources/Mentorship. Put mentorship on the calendar for next year – this is an event that NEWH is trying to kick off. Dallas does have one, they call it E3 event.

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!