

Chapter Membership Call Discussion Notes September 17, 2018

Invited participants:
Chapter Membership Directors, Chapter VPs/Development, Chapter Presidents

Nominations/voting for your 2019 chapter boards is in the works – if you are stepping down from your position, please be sure to spend time with the new membership director to mentor them prior to end of the year.

Reminder – new member incentive for those joining prior to November 1 - New members joining will receive a code to register for free to BD/NY.

Membership Drive Ideas

NEWH has put together a list for member drives and is posted under Board Resources. As new member directors come in for chapter/regions, you'll have a resources of ideas for your member drives. <http://www.newh.org/wp-content/uploads/BoardResources/Membership/NEWH-ChapterMembershipDriveIdeas.pdf>

Membership Best Practices/Guidelines

There is also a 'best practices' list of ideas/checklist to have at your fingertips – (i.e. making sure you have enough people to handle check-in, making sure you have member info at check-in, banners that should be displayed at your events). Other ideas like a sticker for new members to put on name badge at the event, etc. are included. <http://www.newh.org/wp-content/uploads/BoardResources/Membership/NEWH-Chapter-Membership-Director-Best-Practices.pdf>

New Membership - College of Fellows Member

NEWH Fellow Membership is the highest and most distinguished membership in our organization. A Fellow is nominated by another NEWH Member or one's self. This Membership is based on the extraordinary contributions that the NEWH member has made to the organization over a 10 year period, as well as, the Hospitality Industry. The nomination process is open now until October 31, 2018.

The first NEWH Fellows will be inducted at the NEWH Leadership Conference in 2019.

For nominations go to [NEWH.org/about-us/fellowship-membership/](http://www.newh.org/about-us/fellowship-membership/)



NEWH has recently introduced a new level of membership! You should have received an email on the Fellow Membership announcement – you can also find the information on the website at [newh.org](http://www.newh.org) under the About Us – Awards.

Purpose

Fellowship is bestowed on NEWH members who have made notable contributions to the Hospitality Industry, not only through their work, but through their demonstrated commitment to NEWH.

The application process is held every other year and is conducted by the Chair of the College of Fellows together with a jury of selected members of the College. Fellows will be inducted at the Leadership Conference.

Criteria / Eligibility for Fellow Membership

- A current member in good standing of NEWH and has been a member for 10 consecutive years or more.
- Nominee must exhibit the highest level of ethical conduct and professionalism in the Hospitality Industry. Examples of these items must be included in the nomination form, along with 5 letters of references from NEWH members in good standing endorsing the nomination, and 2 other references from Hospitality Industry professionals.
- Nominee must have excellent leadership skills.
- Nominee must have contributed to mentoring at least 2 individuals in the Hospitality Industry.

Nomination Process

A Fellowship nomination can be made by a Chapter Board, an NEWH member, or can be a self-nomination.

2018 Timeline

- July 1 – Nominations open
- October 31 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15 – Fellow recipients informed
- February 2019 – Fellow recipients recognized at the NEWH 2019 Leadership Conference

Chapter Status

Vancouver - is going to look into developing a buddy system.

San Francisco – had a member drive earlier in the year. Much since then has been word of mouth and getting people involved and to their events.

South Carolina – had a tour that brought in people they haven't seen and encouraged people to bring someone who hasn't been to an NEWH function. Their recent CEUs last week were postponed due to Hurricane Florence. They are planning their 2nd annual turkey bowl which is a combination scholarship and membership drive. They are also co-opping with the USGBC in October – southern hospitality summit in Charleston and hoping for more exposure through that.

Cincinnati – have member drive next week – a round table. Have 8 tables with speakers moving from table to table and they have sponsors for each table, and they are offering a membership for each table sponsor to get 8 new members.

Memphis – have BrandED coming up – at Hilton which is based in Memphis. They are hoping to get information about NEWH to those attendees.

UK – they have had successful hotel tours and covering the costs for members. They have been smaller type event (30 people). They had TopID coming up which will be a major member push.

New England – just had their annual boat cruise which doubled as a fundraiser and a membership. Part of sponsors (higher tier) included a membership. They did receive 6 new members from that event. They were a little concerned with the weather, but it all worked out fine. They also are planning a holiday gala and will try to get some members through sponsorship there as well, which is great for the sponsor.

Northwest – they have done golf and bowling and for every event they do a drive at that event. They do have a buddy system where they assign new members a buddy for the night. They did acquire many chapter level business memberships by promoting it directly to individuals and event attendees.

Chicago – they did have a new member event where they invite anyone who has joined in the last 6 months to one year – to a smaller forum for new members with board members. They get to meet people face to face that way and spend some time with them, welcoming them to their chapter. So when they go to their fundraisers that more largely attended, they are able to see familiar faces. New members seem to really enjoy that. In the future, they are going to use the sticker on the event attendee badge so they can really welcome them to their chapter/group.

Las Vegas – at the beginning of the year they did a networking Thirsty Thursday and tied in March Madness with it, offering discounted membership – letting balloons go in the air. They just had their big HOSPY event, and offered a discounted membership if people signed up during the HOSPY event. They have been treating every event as a membership drive. They are also talking amongst themselves ideas on how to get the education professional membership growing in their chapter.

Question: how much are chapters discounting the membership by? Most chapters are offering a discount between \$25 and \$50.

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - Leigh Mitchell - NEWH Inc. VP/Development - leighmitchell@mza-usa.com
 - Cindy Andrews, NEWH, Inc. Director of Membership - cindy@sunbritefurniture.com
 - NEWH, Inc. office – newh.membership@newh.org

We look forward to assisting you in any way we can to make your job easier! 800-593-6394