

**Chapter Membership Call  
Discussion Notes  
September 16, 2019**

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

Attendees:

AM Call:

Blair-Smith, Monica – AC/Philly  
Bohne, Kristy – New York  
DeLaRosa, Marcie - Chicago  
Grant, Christine – San Francisco  
Lynn, Dan - Arizona  
McPeak, Penny – South Carolina  
Swart, Kevin – United Kingdom  
Carolina Coelho – South Florida

PM Call:

Anjard, Christine – Rocky Mountain  
Sandoval, Veronica - Dallas  
Trujillo, Rocio - Toronto

**Discussion points to touch on:**

- Elections for your 2020 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. Making sure the new people know how to login to the website to view the Board Resources area of the website.
- 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.
- Renewals... is your board using the monthly dues reports and reaching out to lapsed members encouraging them to renew?
- Membership applications – please be sure review new member apps and get approved memberships to Kathy within 30 days
- How are you welcoming new members? (intro email or phone call, welcoming new members in social media posts)
- Are you connecting with new members to get them involved? (committee involvement, board position opportunities, etc.)
- Status reports – share successes/concerns from any membership events they have had this year – or are planning for next year. Address any questions/issues they may have

**Chapter Status Reports**

**AC/Philly Region**

Monica just started on the steering committee a month ago, they have steering committee training tomorrow.

## **New York**

They had a new member welcome/happy hour one night – did have a good turnout. They are planning a membership drive in October – trying to figure out how to incent vendors to bring a new designer to the event in order to grow the designer membership in their chapter.

*Suggestion:* UK clearly states right on their email blast requests vendors to bring 1-2 designer guests to their events to better their networking experience. The UK's event invites will state:

*'For a better networking experience, we ask that suppliers please bring a designer/specifier guest'*

*Note:* Remind your vendors of Networking 101 – chapter events should be networking events – not a sales event. Be sure your board members lead by example. Do not do sales at events, you are there to build relationships, otherwise your designers will not want to attend your events.

*Question: Who's responsible for communicating this Networking 101 to the vendors?*  
It does fall on the board – discuss on the board, who knows this person, who feels comfortable approaching this person. Call the person with your NEWH hat on – 'I am calling on behalf of NEWH'. Then follow up with the designers who felt that way to let them know you took steps to make sure this doesn't happen again and that you have talked to the individual.

## **Chicago**

They will be touching base with new members as well as lapsed members, welcoming them and to get lapsed to renew. They do member Mondays – to encourage others to be familiar with other members in their chapter.

*Suggestion:* Pass the dues report around at your board meetings – ask people to connect with the lapsed members they have a relationship with someone reminding them to renew.

## **San Francisco**

Wine by Design is this weekend so they are all preparing for the event. It is their biggest event and tickets sold out very quickly. They also had an event in Ghirardelli Square last month – they made sure this time around to look at all the notes that Inc. puts on the master registration spreadsheet – (i.e. like 'xx is visiting from NY) – they are calling those people out and making them feel welcome.

*Suggestion:* Keep in touch with your up and coming designers (students and associates), those just starting out – make them feel welcome, take them under your wing – they really appreciate that.

## **Arizona**

Dan Lynn - has just been recruited as their new membership director. Diane from Inc office will reach out to him regarding the membership role.

## **Rocky Mountain**

They have a buddy system where each board member gets assigned members to reach out to them for member events, as well as assigning new members to each board member to welcome them to their chapter. They are going to be implementing a sticker for new members on name tags at events so people can recognize new members and introduce themselves.

They are having some difficulty with committee members following through to help plan events. They are maybe going to mention to their committee members to bring a colleague with them to their planning meetings so there is at least a backup.

They just had a member event last week – at a new hotel build by a TopID winner. It was a member exclusive event, but they let people know they are more than welcome to show up and they could sign up to be a member that night.

For 2020 – they’re looking to do short videos and are planning individual interviews with board members and scholarship winners – it would just be a two-minute clip that they can use to entice potential members.

## **Toronto**

Just had their golf tournament last week and did have a lot of help from people who were not part of the board which was nice. They will be adding the volunteer question to the welcome letter as well to see where people’s volunteer interests are.

## **Dallas**

They had their membership event earlier this year - got their sponsors to sponsor 20 new members for the year. They have had events that bring in some new members (great restaurants or hotels to tour) and pique potential members’ interests. They are looking forward to incorporating member highlights next year – i.e. ‘get to know’ posts. They did ‘get to know your board’ this year which worked out well.

## **Any questions?**

- Contact the following NEWH, Inc. Board of Directors:
  - Leigh Mitchell - NEWH Inc. VP/Development - [leighmitchell@mza-usa.com](mailto:leighmitchell@mza-usa.com)
  - Sandy Banks, NEWH, Inc. Director of Membership - [sandy@sandybanks.com](mailto:sandy@sandybanks.com)
  - NEWH, Inc. office – [newh.membership@newh.org](mailto:newh.membership@newh.org)

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