

## NEWH Regional Steering Committee Call July 23, 2018

Invited participants:  
All Regional Steering Committee Members

### Status report from each region - how are you doing?

**Vancouver** - Vancouver had Trudy for strategic planning training. It was awesome. They do have a sundowner coming up in August – just on an outdoor patio. And their big annual event coming up in the fall – with a room tour and giving away scholarships. They may try to hold a tour in between there. The fall event will be the hotel Vancouver – Fairmont – they have renovated some of the higher end suite floors and corridors. The designers and possibly some suppliers will be available at the event. They also have chosen their scholarship recipient – it's one \$2500 scholarship. They have had discussions about bringing in the culinary aspect and trying to make it relevant for people in their region. How to get students involved, hospitality environment, sponsors, etc.

*Ideas* – bring the event to them (i.e. to the venue or culinary school) – you may get better involvement. Ask chefs and ask how to get students more involved. Seek out vendors who may supply to restaurants.

Brittany Johnson, NEWH, Inc. VP/Scholarship, will be participating in an educators conference and they'll be discussing hospitality management – and we are going to try to get pointers on how to get more student applications and students to supply.

**Memphis** – In June they had a sundowner – it was small being the middle of summer but they did have 25-30 people. They had the designer that worked on the restaurant itself there and had a quick tour. They are planning their next two events – hosting a BrandED in September (based on the Tru brand by Hilton). The invite will be going out soon. (This brand is very tight on design but designers will still have the opportunity to understand the brand.) They are debating on whether to have a holiday party in November or a kick-off the new year party in January – it will be tied to the Peabody hotel – an historic hotel in Memphis.

*Question...* Will people travel outside of Memphis to attend? We are finding that some people may be willing to travel in to participate. It is high value for interior designers to understand the brand.

**South Carolina** – they've had a few challenges in their region. they do have a hotel tour coming up in August and they have had good success with tours. In September they are doing CEU presentations – in November will be their 2<sup>nd</sup> annual turkey bowl and scholarship fundraiser. The biggest challenge they've had is geography, the majority of hospitality design community is on the coast and the steering committee is mid-state. They

will be opening their planning calls to the membership in hopes to get their ideas on what they'd like to see, and what they would help volunteer with.

*Ideas* – with South Florida, they moved the events (socials) to be held in different areas in order to attract people from those different geographic areas. Have a point person in each metropolitan area to help plan those events.

**Question:** Where to put signage at events? Be sure to have the corporate partner signage/banner at your events. If you are having a sundowner/happy hour at a local establishment, ask the owner where you can set up the banner – taking over a corner/small area of the establishment.

**Question:** Why have sundowners? Sundowners are very valuable to network and also communicate with the attendees on what's coming up (tours, fundraisers, how to get involved, etc.) they take a few minutes at the beginning of the evening to talk about those points. Sometimes vendors schedule a dinner after the sundowner and this gives them a good opportunity for them to continue networking. Sunshine chapter does have about 50 people that attend their sundowners – they have it the same day each month but they do change the venue. It's a great place to network with others in the industry, they are more relaxed gatherings to get to know other people in the industry. If you have an issue with someone doing a hard sell at the event, pull them aside and let them know this event is not about selling but enjoying each other's company and networking.

If you need help, contact the NEWH office and we will do anything you need to help.

### **Housekeeping items:**

Regional Steering Committee member attending IBOD meetings – NEWH Inc. will cover expenses (airfare/lodging) for either the regional steering committee chair, or chair elect, to attend two IBOD meetings (one of those meetings must be the first IBOD meeting of year, the 2nd meeting can be either May or November meeting).

There was some question on how a regional steering committee member could serve in a leadership position on the Inc. Board – since the regional groups do not have the same board structure as chapters (i.e. serving as a delegate or chapter president), regional steering committee members would not be on a ballot for an Inc. board leadership position. However, a regional person could be appointed to a position by the NEWH, Inc. board.

**Save the Date** – 2019 NEWH Leadership Conference in Miami – see information here!  
<http://newh.org/2019-leadership-conference/>

Kudos to all our regional groups – you are doing awesome!! Remember your demographics when planning your events.

Any questions? Feel free to contact us!

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Contact 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!