

NEWH Regional Steering Committee Call July 22, 2019

Invited participants:
All Regional Steering Committee Members

Reminders:

- Since our regions may not hold as many events, use social media (Facebook, Instagram, etc.) to keep people interested/involved – see Memphis/Mid-south’s Instagram – they have a mascot (Presley the Pineapple). Other ideas - post member highlights/spotlights, new projects in your area, etc.
- Be sure to add event details to invites so people know what to expect at your event - will there be a tour? Speaker? Drinks/apps available? etc. – include in your invitation wording to entice people to sign up – make it exciting!
- Reminder: is your region’s event recap section up to date, showing what type of events you’ve held? Send Diane any website updates
- Email broadcast reminder: Be sure to give office 2-3 days’ notice for email broadcasts – also reminder of Diane’s vacation August 5-9. Be sure to contact her prior to those dates if you need any emails sent out or scheduled. Any broadcasts requests coming in during that time will not be sent out until her return.

Status report from each region - how are you doing?

South Carolina

Summer has been fairly quiet – they are wrapped up in putting together things for the celebrity chef event next year. They are planning mix/mingles in the major metro areas in South Carolina – back to school/back in the groove, etc. They are looking at Greenville, Columbia, Charleston, and Myrtle Beach – they are trying to do one every week in a different location so reps can get there as well as the local communities.

They are also planning pumpkin carving in October (they have people submit pictures of the carving and put on social media from there – the winners will be posted on social media – that way they can have more submissions). Entry fee is \$10 – theme is dead celebrities. (Discussion on the call was how to have their entry fee benefit the scholarship fund – this would be fine – as long as the invite says ‘net proceeds from the event benefit NEWH’s mission of scholarship and education). Also planning a turkey bowl/membership drive in November. Trying to change it up a bit every year – last year they did different costumes per team. They do have the event in a different geographic area each year.

Ideas: Encouraged awards for different things (best score, best effort score, best costume).

Idea for pumpkin carving – buy a pumpkin for each student team to carve, they bring them to the event, and then put those pumpkins on display and put them up for auction.

They may do an informal event in December – holiday mingle – looking into it, however they have had luck having this as their holiday event in lieu of something during the busy month of December.

Idea: Sunshine has a toy drive – people come to the mingle and bring a toy, they have a Marine there who picks up the toys – entry is Toy for Tot, or Food Bank donation as the event entry. Has worked well for them. If you have any holiday events planned, get on calendar early.

May be looking into an easy event for January as well – kicking off the year.

Memphis/Mid-South

They have had an exciting year so far – just did a hotel tour and before that did a Hotel Indigo tour – both in downtown Memphis. August – CEU event at country club in town. Planning rest of the year events now, including an end of the year fall event – the history of hospitality. Lots of designers have been around and going to be retiring soon so showing progression over time and giving them a platform to share, giving younger designers a background of how design started in Memphis. Also possibly a gala event, either Dec/Jan.

Also looking at offering their scholarship a bit earlier next year.

Idea: for scholarship gala, have scholarship recipients sit with TopID awardees at the event.

When they did their recent hotel tour, they did it in conjunction with IIDA and ASID – and it worked out very well and was very well attended.

Idea - Do a minimal door fee – is a reminder for people to renew and to RSVP online.

Challenge for all – people are so busy and just trying to get people together to plan the events or to attend events is hard. Summer schedules are crazy in general, don't get too stressed about things not coming together as easily during the summer months.

New England

Have a mix/mingle on Wed – trying to drum up sponsorships for their sunset cruise in September and then their holiday gala in December. They are trying to do a bundle deal for both (if you sponsor the cruise you will also sponsor the gala). They have a happy hour planned for October.

They typically have a new member drive in February (bowling) – but every event they hope that people bring along new/potential members.

Vancouver

Had a student roundtable in February and had a panel of industry members, including principals – they got as many students as possible to attend. They broke into smaller groups and they could address any questions they'd like to the design firm principals. It's a great event, giving back to the students and encouraging relationship building. It was a membership focused event and they did have students join. They followed up with students to join and got a great response of students signing up from the event. The principals who came out were really impressed with the students.

They had a trivia evening – planning to do every other year. Very simple, good fun evening with games involved. It's a good industry networking get together. Trivia is industry related, Vancouver related, design, etc. – a mixed bag. The location for this year's trivia was a great spot and pulled in students and members – some people dress up – (the pub is Australian themed).

They have another casual sundowner coming up in August – last year it was Dog Days of Summer. This year it'll be Summer Suds or something like that. The first people signing up with get a tour of the brewery where it's held.

Planning a Paella Experience – shooting for September.

Then The Annual in November – (awarding TopID and student scholarships all in one event). Holding room tours – having at Belmont Hotel – designed by one of their designers, and they are having speakers.

Any questions? Feel free to contact us!

Cynthia Guthrie - NEWH Inc. President - (561) 753-9506

Leigh Mitchell - NEWH, Inc. VP/Development - (415) 887-9023

Cindy Andrews - NEWH, Inc. Director of Membership - (407) 294-9041

NEWH office – 800-593-6394.

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