



## GOVERNING BOARD PACKET

13 January 2011

Loews Royal Pacific Resort  
Universal Studios Orlando

setting high standards of  
scholarships, educational efforts and information exchange  
achievement for those in the  
linking professionals from diverse areas of professional focus  
hospitality industry  
development and funding, operations to design,  
architecture and purchasing, manufacturing to  
sales, marketing and communications



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## NEWH, INC. GOVERNING BOARD MEETING AGENDA

13 January 2011  
 Pacifica 8 & 9  
 Loew's Royal Pacific Resort  
 Orlando, FL

**Please arrive having read the BOD Meeting Packet, particularly the Chapter Reports**

### Board of Directors Meeting

Thursday 13 January 2011  
 8:00 am – 12:00 pm

Executive Committee	Helen Reed Julia Davis-Marks Tina Lockwood Judy Regan	Christine Wasmer Stacey Berman Cynthia Guthrie Trisha Poole	David Mahood Philip Byrne Christine Tucker	Melanie Carter Anita Degen Marla Davis
Board of Directors	Andrea Thomas Mary Ann Thornam Todd Fuller Lee Brotsker	Cynthia Milow Janice Marko Andy Schaidler	Liza Kapisak Bryan Adcock Mark Huntsinger	Dina Belon Michelle Finn Deborah Herman
House of Delegates	Cinnamon Alvarez Dina Belon Erin Brodhead Jessica Craig Fernando Diaz Stacy Elliston Susan Forint	Lisa Ghai Ed Graveline Patricia Greenwald Mimi Gursky Todd Hilt Diedra Lashmet Shannon Miller	Liegh Mitchell Jessica Mossman Ryan Partin Pam Pasake Carol Ranno Dana Smith Jason Stock	Tyson Stone Nicole Succow Sean Taylor Kathy Thomas Melissa Tully UK Representative
Guests	Helen Bissell Shayne Bratz	Stacy Costa Lori Hoegler	Kati Kulcsar Ginger Law	
8:00 am	Call to Order Establishment of Quorum			Helen Reed Tina Lockwood
8:10 am	President's Welcome - Review of the Code of Ethics - Review of the Board of Directors Code of Ethics - Board Responsibilities			Helen Reed
8:20 am	Introduction of Vice President and their discipline Directors			Helen Reed
8:30 am	Finance (presentation of motion)			Judy Regan
8:40 am	Education		Christine Wasmer/Andrea Thomas/Mary Ann Thornam	
8:50 am	Membership		Stacey Berman/Todd Fuller/Lee Brotsker	
9:00 am	Development		Cynthia Guthrie/Cynthia Milow/Janice Marko	
9:10 am	Marketing		Trisha Poole/Andy Schaidler/Liza Kapisak	
9:20 am	Events (presentation of motion)		Philip Byrne/Mark Huntsinger/Bryan Adcock	

9:30 am	Sustainability	David Mahood/Dina Belon
9:40 am	International Relations	Christine Tucker/Melanie Carter
9:50 am	Introduction of Delegates and Guests	Helen Reed
10:00 am	Introduction of NEWH Staff	Shelia Lohmiller/Jena Seibel/Diane Federwitz/Nicole Crawford
	- Staff roles	
	- Relationship between chapters and staff	
	- By-laws	
	- Reimbursement policy	
10:15 am	Website update	Trisha Poole
10:25 am	Endow, announcement of Endow Partners	Cynthia Guthrie
10:30 am	B R E A K	
10:45 AM	Board Training	Tina Lockwood
10:55 am	Open Floor Q & A	
11:45 am	President's Closing Remarks	Helen Reed
11:55 am	Motion to Adjourn	

## Notes on August Board Meeting

President, Helen Reed called the meeting to order at 8:15 am.

Roll was taken by Secretary, Tina Lockwood. There was a quorum.

Present were the Executive Committee of NEWH Inc, Board of Directors, House of Delegates, Staff and Guests from various Chapters.

***Please note this is a highlight of topics presented and discussed; detailed minutes will be available at a later date from the recordings taken. Don't hesitate to contact your VP, International Delegate or the Inc staff for further information. It is vital to understand the continuity of the meeting that you read the Governing Board Packet that was emailed to all Board members prior to meeting date.***

Minutes were approved. Judy Regan made the motion; 2<sup>nd</sup> Marla Davis

### **Restructuring of Chapter Delegates:**

- VP of Admin will be the International Delegate for 2011. Each chapter has a Delegate that is a voting member of the International Board of Directors (IBOD). 1 - Delegate for up to 100 members; 2 - delegates for 101 -200 voting Chapter members (not including students etc); 3 delegates for 201 + voting members. Second Delegate will be Past President and third delegate would preferably be the chapter president
- Each Chapter must confirm there **dues amount for 2011** to the Inc office by Sept 11, 2010. \$75 or 50% of Dues will go to Inc or whichever is greater of each member's dues. Dues will renew on membership date (not calendar year end). This will eliminate prorated dues. The new website will have an "easy button" for renewals.
- Some Chapters will offer a "renew special one time offer"; that is 2010 price for 2011 if renew early. Renewal invoices are sent 90 days prior to due date.
- A Conference Call will be scheduled soon for membership Directors.

### **NEWH Website**

- The website will be launching soon. Each Board Member has been asked to review the new site and send feedback to the Inc office. Both sites will be running simultaneously for short while.
- Chapter input is vital; 1 Chapter entry and it will also appear on Facebook, Twitter and NEWH. Org.
- Strive to put Chapter news up at least once a quarter.
- Information is to be given to Diane Federwitz at the Inc office.
- Each Chapter will have a Communications Chairperson; this person will work closely with Publications Chairperson.

### **Leadership Conference**

- Sign up now via the website! Promote within Chapters; it is a great networking, personal and business education time.
- AirTrans airlines has discount fare
- Regional Trade show will be the day before. Thursday nite is the Welcoming Party; Sunday breakfast will be the last event.

### **Breakout Sessions**

- Succession Planning for your Board is really Success Planning for your Chapter

- Dealing with Difficult Board Members/Learning to Play together as a Team
- Sustainability at the Chapter level

**New Corporate Partners: RBF and Astoria Seating.**

**Endow**

- Manufacturer support and fundraising
- Endow has 2 manufacturers that have signed up to date.
- New program launch will be at the NEWH Booth at HD Boutique.

**Introduction of the 2011-2012 Board of Directors with the 2011 President Elect, Julia Davis from Seattle WA**

**Next IBOD Meeting is May 17, 2011, Tuesday, in Las Vegas.**

**International Delegate – don't forget Board Reports! Due April 25<sup>th</sup>, 2011**

Meeting adjourned at Noon.

## president

### president

Helen Reed

#### job purpose

The Presidency is the highest honor membership can bestow. In electing a fellow member as President, they are charged with the full responsibility of leadership of the organization.

#### 2011 Goals

- To promote and strengthen NEWH as the premier industry network
- To support the EC, IBOD, Delegates and Chapter members with achieving their goals
- To represent NEWH at local and international events
- Work with NEWH Committees in achieving their goals
- To support and work closely with the President Elect for 2012
- To keep lines of communication open between Chapters, IBOD and EC
- Continue to support NEWH and its mission

#### Steps to achieve goals

- I will continue to promote and market NEWH on all levels to increase awareness that we are the premier industry network, this will be done by attending industry events on local and international levels
- I will help develop time lines for goals with the EC, IBOD, Committees and chapters so that they can measure their success and progress.
- Work with NEWH, Inc office and President Elect to make sure transition is smooth at the end of 2011 term

#### Long term Goals

- To work with Chapters and members keeping communication open about the EC and our roles with NEWH.

## president elect

### president elect

Julia Davis-Marks

#### job purpose

Be an active advocate of NEWH through all possible industry networking opportunities such as trade shows etc.  
Know the duties of the President and be prepared to assume the Presidential duties if necessary

#### 2011 Goals

- To work with Helen and Shelia and the Past Presidents of NEWH, Inc to learn the duties of President.
- To work with each director discipline to understand the strengths and struggles each has and to offer support where needed.

Thank you to the NEWH board of directors for the opportunity to become President in 2012-2013. The last few years have been a struggle for all of us and NEWH has done amazingly well particularly in our economic situation. All of our hard work and support of NEWH has made this organization as strong as it has ever been; we should all be proud of where NEWH is today. I look forward to serving as your President Elect and taking this opportunity to understand your position within NEWH and how I can help the organization continue to grow and thrive. Best of luck in your personal and professional endeavors in 2011.

## secretary

### secretary

Tina Lockwood

#### job purpose

Record and preserve the business records of the organization  
Ensure all chapters remain in compliance with all public laws governing their activities.

#### 2011 Goals

- Continue to record minutes in a timely matter from Conference Calls to Board meetings
- Draft Board meeting minutes/highlights in synopsis form to be sent to all Directors within 2 weeks of meetings
- Communicate with Chapter Secretaries the importance of getting their reports in timely

#### Steps to Achieve Goals

- Compile minutes from Conference Calls, EC Board Meetings, EC Wrap up meetings even if draft form within 2 weeks of such event to better keep those not in attendance aware of current discussions
- Establish a Secretary's conference call in February to start off the year; hoping that if questions they will know with one month into 2011

#### End of Year Review of Goals

- Conference call minutes are sent out within 2 days of the call. A Bullet Point summary of the IBOD meeting was sent out the week following the IBOD meeting. Favorable comments were received by several of the Board members. Hope to continue this format!
- Did not meet a goal of organizing Corporate Partners listing and schedule.....the INC office does acknowledge their anniversary dates etc. We want to see if we can build on that idea and personalization: to be determined.



**NEWH BOARD TRAINING**

	held	scheduled
Arizona	2008	?
Atlanta	2009	
Atlantic City	2008	?
Chicago	2007	Oct 2010
Dallas	2008	Oct 2010
Greater New York	2010	
Houston		Oct 2010

	held	scheduled
Las Vegas	2008	Aug 2010
Los Angeles	2010	
North Central	2010	
Northwest	2009	
Rocky Mountain	2010	
San Francisco		?
South Florida	2007	

	held	scheduled
Southern Counties		Sep 2010
Sunshine	2009	
Toronto	2008	?
United Kingdom	no plans	?
Vancouver	2010	
Virginia	2009	
Washington DC Metro	2009	

**RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN**

Chapters	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Atlanta		Yes	Yes		Yes	Yes	Yes	Yes	Yes	Yes			Yes	
Atlantic City										Yes	Yes		Yes	
Chicago	Yes	Yes				Yes		Yes	Yes		Yes		Yes	
Dallas	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes			
Greater New York	Yes	Yes	Yes											
Houston		Yes	Yes	Yes		Yes		Yes	Yes					
Las Vegas	Yes	Yes	Yes	Yes		Yes	Yes	Yes					Yes	
Los Angeles	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes		Yes		Yes	
of the Carolinas		Yes	Yes	Yes				Yes			Yes			
North Central		Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes		
Northwest	Yes	Yes	Yes	Yes	Yes	Yes	Yes			Yes	Yes		Yes	
Rocky Mountain	Yes		Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes		
S. Florida	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes					Yes	Yes
San Francisco Bay	Yes		Yes		Yes		Yes		Yes					
San Diego + Orange Counties													Yes	
Sunshine	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes			Yes	
Toronto	Yes	Yes	Yes	Yes	Yes		Yes		Yes	Yes	Yes	Yes	Yes	
UK	Yes	Yes	Yes	Yes		Yes	Yes							
Vancouver		Yes	Yes			Yes								
Virginia		Yes	Yes	Yes	Yes		Yes	Yes		Yes	Yes			
Washington, DC	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes	Yes		Yes	Yes

**finance**

**vice president/finance**

Judy Regan

job purpose

Keep and maintain, or cause to be kept and maintained, adequate and correct books and records of the properties and business transactions of the corporation, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, retained earnings, and other matters customarily included in financial statements

Regularly review income and expenditures with Executive Committee to ensure knowledge of financial affairs and status of the organization is clear

2011 Goals

- Continue to maintain balanced budget;
- Review of actual income and expenses occurring throughout the year in order to keep financial health;

- Participate in conference calls with chapter treasurers quarterly and others as needed to insure NEWH, Inc. policies are understood and followed;
- Participate in budget discussions of each area;
- Work with NEWH, Inc. staff to develop total cost picture and present to E.C. for review;
- Present overview of income and expenses at board meetings; and
- Continue monitoring chapter QuickBooks compliance.

Long Term Goals

- Continue with Financial Stability Plan of \$50,000.00 per year in Reserve Account with the objective of \$500,000.00 by 2018

<b>BANK BALANCES</b>	
account balances as of 12/31/2010	
general	\$ 212,465.33
reserve	40,891.33
reserve acct #2	46,709.06
scholarship	57,776.26
cd	100,000.00
chapter escrow account (new england & memphis)	4,380.73

Chapter	Annual Budget Rec'd	Statement from Bank	Labeling cds and deposits	Updated Signature Cards	Current tax matters for 2009	2009 Fundraising Remittance	2009 to date Fundraising %***	2009 Monies transferred to Scholarship Act	2010 Fundraising Remittance	2010 to date Fundraising %***	2010 Monies transferred to Scholarship Act	Checking Bal	Date	Checking Reserve Bal- US	Date	Money Market Reserve Bal	Date	Scholarship Bal	Date	CD	Date
Arizona	X	X	X	X	X	Yes	21%	9,597.00	Yes	100%	1,216.00	1,743.46	12/31/10			7,763.29	12/31/10				
Atlanta	X	X	X	X	X	Yes	59%	8,419.46	invoiced	0%	7,782.50	36,034.72	12/31/10			17,469.04	12/31/10				
Atlantic City		X	X		X	Yes	75%	1,847.00	N/A	0%	3,652.94	14,173.55	12/31/10			4,518.81	12/31/10				
Chicago	X	X	X	X	X	Yes	52%	10,635.00	Yes	21%	4,000.00	44,411.13	11/30/10			4,008.55	11/30/10	11,593.58	11/30/10		
Dallas	X	X	X	X	X	Yes	52%	15,080.00	invoiced	31%	13,933.43	16,042.78	11/30/10			8,064.27	11/30/10				
Greater New York		X	X		X	N/A	0%	22,300.00	invoiced	31%	45,300.00	18,186.97	12/31/10			40,197.57	12/31/10				
Houston	X	X			X	invoiced	67%	-	invoiced	83%	-	19,797.12	11/30/10			8,546.80	11/30/10				
Las Vegas	X	X	X	X	X	Yes	23%	102,694.27	invoiced	0%	1,190.00	91,151.00	11/30/10			70,899.32	11/30/10	51,190.00	12/31/10		
Los Angeles	X	X	X	X	X	Yes	72%	10,750.00	invoiced	36%	-	176,089.03	12/31/10			47,430.54	12/31/10				
NEWH, Inc.	X	X	X	X	X	N/A	N/A	14,318.07	N/A	N/A	894.82	212,465.33	12/31/10	46,709.06	12/31/10	40,891.33	12/31/10	57,776.26	12/31/10	100,000.00	7/30/10
NEWH-Toronto	N/A	X	N/A	X	X	N/A	N/A	N/A	N/A	N/A	N/A	7,152.66	11/30/10								
New Eng/Memphis	N/A	X	N/A	X	N/A	N/A	N/A	N/A	N/A	N/A	N/A							4,380.82	12/31/10		
North Central		X	X		X	Yes	24%	6,275.66	invoiced	45%	-	15,022.76	12/31/10			6,757.75	12/31/10				
Northwest	X	X	X	X	X	Yes	2%	8,416.88	0	0%	-	11,548.84	12/31/10			20,241.21	12/31/10				
Rocky Mountain		X	X		X	Yes	26%	-	Yes	3%	-	8,046.30	12/31/10			134.31	12/31/10				
San Francisco Bay		X	X		X		N/A	N/A	invoiced	66%	-	21,909.34	12/31/10			-	12/31/10				
South Florida	X	X	X	X	X	Yes	26%	9,608.23	0	0%	-	23,213.43	12/31/10			33,769.42	12/31/10				
SD+ OC	X	X	X	X	X	Yes	100%	6,275.00	invoiced	14%	1,400.00	10,733.85	12/31/10			11,498.58	12/31/10				
Sunshine	X	X	X	X	X	Yes	44%	10,808.23	Yes	41%	22,881.09	24,630.90	12/31/10			37,577.19	12/31/10				
Toronto	X		X									21,847.79	1/31/07					3,819.84	1/31/07		
United Kingdom																					
Virginia		X	X		X	Yes	100%	3,300.00	N/A	0%	-	3,157.50	11/30/11					6,028.42	11/30/10		
Wash DC Metro	X	X	X	X	X	N/A	0%	20,643.53	N/A	0%	23,287.93	93,377.07	12/31/10			21,465.22	12/31/10	40,093.59	12/31/10		

**2011 PROPOSED BUDGET**

	<b>INCOME</b>	<b>EXPENSE</b>
<b>President</b>	-	4,500.00
<b>President Elect</b>	-	4,500.00
<b>Past President</b>	-	10,350.00
<b>Executive Adviser</b>	-	1,000.00
<b>Secretary</b>	-	1,950.00
Board Training	-	5,500.00
<b>Vice President Finance</b>	-	2,350.00
Travel / Delegate	-	8,500.00
<b>Vice President/Education</b>	-	2,000.00
Scholarship	800.00	1,450.00
Continuing Education	20,900.00	15,200.00
Sustainable Scholarship	13,373.33	12,200.00
ICON Scholarship	5,000.00	10,300.00
Vendor Scholarship	3,000.00	3,700.00
<b>VP/Membership</b>	-	1,750.00
Membership	200,000.00	94,100.00
Expansion	-	2,850.00
<b>VP/Development</b>	-	2,500.00

Corporate Partner Development	300,000.00	55,700.00
Fundraising	57,500.00	8,100.00
<b>VP/Marketing</b>	-	2,350.00
Marketing	-	12,700.00
Internet Communications	-	2,750.00
Public Relations	-	4,500.00
NEWH Magazine	31,500.00	34,620.00
NEWH Awards	15,000.00	5,655.00
<b>VP/Events</b>	-	4,250.00
Tradeshows/USA	30,000.00	16,300.00
Tradeshows/other	-	2,600.00
Tradeshows/Regional	566,915.00	248,190.00
NEWH Nat'l/Leadership Conference	66,000.00	94,290.00
<b>VP/Sustainability</b>	-	3,000.00
Sustainable Hospitality	31,070.00	20,800.00
<b>Administration</b>	-	422,172.28
NEWH Governing Board Mtgs	-	6,900.00
Website	18,000.00	28,550.00
Publications	-	5,000.00
Reimbursables	-	-
Reserve Acct.	-	50,000.00
Bank/Credit Card	-	19,000.00
<b>Totals</b>	\$ 1,359,563.33	\$ 1,222,377.28

## education

### vice president/education

Christine Wasmer

job purpose

Oversee all actions of the stated NEWH, Inc. mission of Education and Scholarship

#### 2011 Goals

- Scholarship – Assist Dir. Of Scholarship in the execution of all current scholarship initiatives including vendor scholarships and ICONS.
- Sustainable Hospitality Committee: working within this committee and with the assistance of the Director of Scholarship, complete judging and award for Sustainable Design Competition. Research and implement new competition for Fall of 2011. Identify potential sponsors for future competitions.
- Education – Assist Director of Continuing Education in formulating CEU's for implementation at HD, NEOCON & HD Boutique. Assist as necessary with interaction with IDCEC.

#### Steps to Achieve Goals

- Design Competition – 2010-2011 'The Sustainable Guest Experience' – Letters of intent have been received from participating students/schools, including several class projects. Working with Sustainable Hospitality team and Director of Scholarship, identify/invite judges to review all finalists.

- Guidelines for scholarships and other changes/updates to be made to Board Manual – in process.
- Working with Director of Scholarship, update any and all scholarship information as necessary on website.
- ICONS program ongoing – packets to schools in late August. Presentation of award to runner up at HD.
- Education – assist Director with implementation of webinars and expanding CEU opportunities for NEWH Chapters.

#### Long Term Goals for This Position

- Provide and plan for smooth interface/interaction between activities of Scholarship and Education at all levels within NEWH Inc./Chapters.
- Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. Education for use by future occupants of this position.
- Communication outreach to schools/programs supported by Chapter and Inc. scholarships via use of Facebook and or NEWH Inc. / website.

### scholarship

Andrea Thomas

job purpose

Direct the NEWH, Inc. Scholarship Program and see that NEWH, Inc. chapters follow the Scholarship mission of the organization

#### 2011 Goals

- Update the Chapter Board Manual for inclusion of additional criteria on types of scholarships and relevance of the sample letters.
- Review and update Scholarship information for the new website.
- Communicate with and support incoming chapter Scholarship directors.
- Select the two 2011-2012 ICON scholarship recipients with the VP of Education.

- Select judges for the Sustainability Competition..
- Review Sustainable projects to determine the top finalists to be submitted to the judges.

#### Steps to Achieve Goals

- Discuss potential board manual and website changes with the VP of Education.
- Participate in conference calls with Chapter Scholarship Directors in February and August/September.
- Discuss new programs with the Scholarship Directors during the conference call or by e-mail.

- Request input from the Sustainability Committee for selection of judges for the student competition.
- Long Term Goals for This Position
- Assist VP of Education with developing and marketing a Vendor Scholarship program.
  - Learn ways to utilize NEWH Connect and Facebook for communication to create new opportunities and accomplish goals relating to Scholarship initiatives.
- Other Report Items

- Second ICON award recipient to be given at the Platinum Circle Awards at HD is Chelsea Lawrence, a student at Colorado State University.
- Packets were sent to schools in August to generate applicants for the 2011-2012 ICON scholarship.
- Letters of intent have been received for the Sustainability Design Competition and the deadline for completed projects is February 25, 2011.

**\$2,327,330.00 total scholarship dollars given to 1307 students**

Chapter	2010	total # of awards	Total Given
Arizona	2,350.00	73	60,750.00
Atlanta	14,000.00	93	151,380.00
Atlantic City	1,000.00	1	1,000.00
Chicago	14,000.00	62	123,000.00
Dallas	14,000.00	103	175,000.00
Greater New York	18,000.00	173	382,000.00
Houston	5,000.00	77	69,500.00
Las Vegas	30,000.00	100	211,600.00
Los Angeles Founding Chapter	31,500.00	272	523,950.00
North Central	2,000.00	23	26,500.00
Northwest	5,000.00	20	31,000.00
Rocky Mountain	3,000.00	24	41,200.00
South Florida	12,000.00	57	84,500.00
San Diego + Orange Counties	2,200.00	51	49,700.00
Sunshine	10,000.00	25	60,000.00
Toronto	6,500.00	17	CAD 29,000.00
United Kingdom	4,500.00	4	GBP 7,000.00
Virginia	3,000.00	7	15,000.00
Washington DC Metropolitan	15,000.00	78	170,300.00
New England	0	26	18,950.00
NEWH ICON of Industry	13,500.00	12	48,500.00
Sustainable Design Competition/Student	5,000.00	4	20,000.00
Sustainable Design Competition/School	5,000.00	4	20,000.00
Vendor	3,000.00	4	12,000.00

see school list under addendums

**continuing education**

Mary Ann Thornam

job purpose

Develop and implement a program of continuing education that meets the standards of IDCEC, NCIDQ and AIA, and promotes the credibility and Mission of NEWH, Inc.

2011 Goals

- Establish relationship with IIDA to expand CEU opportunities
- IDCEC Membership and requirements
- EXPAND WEBINAR OPPORTUNITIES

Steps to Achieve Goals

- Improve communication with Education Committee
- Research online education methods used by other professional organizations for CEU's
- Determine primary interests of membership
- Actively pursue contributors i.e.: speakers and industry

professionals to contribute to NEWH

Long Term Goals for This Position

- SOLIDIFY THE OUTCOMES OF THIS POSITION AND EDUCATE MEMBERSHIP ON THE NEED FOR CONTINUING EDUCATION

Other Report Items

- NeoCon submissions reviewed and returned to Monica DeBartolo
- Associate Membership responsibilities defined for IDCEC membership

**membership**

**vice president/membership**

Stacey Berman

job purpose

Responsible for the well-being and growth of the NEWH, Inc. membership and expansion of NEWH, Inc.

- The new NEWH website, being launched soon, will provide us the opportunity to automatically send dues reminders throughout the year as well as past notices to those who have not renewed dues. The website will know if a person is a member when they login to the site, if a person is not a current member, he/she will not be given access to certain areas of the website (i.e. membership directory) and won't be able to purchase event tickets at a member rate.
- Also – a new Perk of membership - The NEWH website will allow our members to have a profile and designate how much info they want to show to the public
- Membership and Expansion will be organizing conference calls with chapter level directors to increase communication between the BOD and the chapters.
- Focus on Target Groups for Growth and Expansion as determined in EC training
- Increase the awareness of NEWH, Inc. by working with NEWH, Inc.; building a greater awareness of the Brand.
- Produce revenue for NEWH, Inc through increase in membership on a National and International Level.
- Work with chapters looking at past and current ideas for ways of recruiting members and keeping members.
- Promote Business Memberships in the industry and help increase business membership on a local, national and international level.
- Review opportunities for expansion of NEWH, Inc on a national and International Level.
- Identify locations of future chapters and organizing groups to make sure that the new chapters will meet the guidelines of NEWH, Inc.
- Work with Organizing Groups/future chapters in promoting the NEWH name and recognition in their specific area.

VP Membership Goals:

- Work with and on behalf of NEWH, Inc to increase membership on a National and International level.

**membership**

Todd Fuller

job purpose

Develop a program to maintain memberships, increase visibility to potential members and promote NEWH, Inc.

**2011 GOALS**

- Work with and on behalf of NEWH, Inc. to increase membership on a National and International level.
- Focus on target groups for growth of membership
- Increase the awareness of NEWH, Inc. by working with NEWH, Inc.; building a greater awareness of the Brand.
- Produce revenue for NEWH, Inc through increase in membership on a National and International Level.
- Promote Business Memberships in the industry and help increase business membership on a local, national and international level.
- Work with organizing groups/future chapters in promoting the NEWH name and recognition in their specific area.
- Work closely with Vice President of Membership to make sure that their goals are achieved.

**STEPS TO ACHIEVE GOALS**

- Work with chapters looking at past and current ideas for ways of recruiting members and keeping members.
- Talk individually with membership directors from each chapter to make sure they understand their position and how they can be most effective.
- Develop guidelines for chapters that would help interest potential members for their area and keep unemployed members involved.
- Work with organizing groups/future chapters in promoting the NEWH name and recognition in their specific area

**LONG TERM GOALS FOR THIS POSITION**

chapter	2009 Year End	2009 Year End w/ Students	2010 To Date	2010 To Date w/ Students	2010 non renewals		2010 new members/ past returning		voting members	non voting	students
	Students are not reflected										
Arizona	52	62	65	78	15	28.8%	15	23.1%	48	17	13
Atlanta	202	213	244	272	44	21.8%	80	32.8%	205	39	28
Atlantic City	66	69	62	67	20	30.3%	13	21.0%	55	7	5
At Large	55	55	35	35	22	40.0%	5	14.3%	28	7	0
Chicago	140	184	231	280	50	35.7%	86	37.2%	135	96	49
Dallas	155	173	236	266	36	23.2%	86	36.4%	167	69	30
Greater New York	271	349	275	414	111	41.0%	67	24.4%	161	114	139
Houston	125	175	147	209	37	29.6%	29	19.7%	54	93	62
Las Vegas	146	182	162	192	38	26.0%	35	21.6%	96	66	30
Los Angeles Founding	210	248	288	317	63	30.0%	76	0.0%	211	77	29
North Carolina	24	25	38	43	5	20.8%	16	42.1%	34	4	5
North Central	126	148	123	211	44	34.9%	28	22.8%	58	65	88
Northwest	101	109	122	140	22	21.8%	41	33.6%	95	27	18
Rocky Mountain	106	122	131	144	27	25.5%	38	29.0%	96	35	13

San Francisco Bay	49	49	<b>91</b>	<b>105</b>	17	34.7%	54	59.3%	82	9	14
South Florida	135	213	<b>189</b>	<b>237</b>	39	28.9%	34	18.0%	95	94	48
San Diego + Orange Cty	74	85	<b>75</b>	<b>90</b>	21	28.4%	15	20.0%	53	22	15
Sunshine	192	209	<b>238</b>	<b>279</b>	64	33.3%	90	37.8%	162	76	41
Toronto	95	106	<b>103</b>	<b>112</b>	18	18.9%	26	25.2%	76	27	9
United Kingdom	69	69	<b>53</b>	<b>53</b>	21	30.4%	10	18.9%	49	4	0
Vancouver	11	11	<b>53</b>	<b>54</b>	3	27.3%	17	32.1%	41	12	1
Virginia	45	49	<b>42</b>	<b>51</b>	11	24.4%	11	26.2%	31	11	9
Washington DC Metro	202	245	<b>226</b>	<b>265</b>	59	29.2%	61	27.0%	126	100	39
	2651	3150	<b>3229</b>	<b>3914</b>	787	29.7%	933	28.9%	2158	1071	685

**expansion**

Lee Brotsker

job purpose

Responsible for identifying, developing and supervising new chapters from initial organization through Charter process

To support the NEWH Affiliated Areas and Members-at-Large

**2011 GOALS**

- Develop forum for regional groups that have events – support and advise on regional events
- Engage in scheduled conference calls for the Membership committee
- Engage in scheduled conference calls with regional leadership and members
- Form a group of people for the expansion committee and conduct quarterly conference calls
- Seek quarterly reports from regional groups – develop a report template for them to use
- Support regional groups to grow membership in areas to start “sun downer” events
- Recruit more regional corporate memberships
- Distribute NEWH marketing media to all regional members
- Help identify and support increased membership in the regions
- Help regional leadership set and achieve membership goals

– Establish realistic means, methods and time for Chapter Chartering

**STEPS TO ACHIEVE GOALS**

- Make phone calls to regional members and get feedback to develop chapters in different areas
- Contact regional members and inform them of involvement opportunities
- Develop call list and record status of each regional group
- Design special forms to continue updates with regional members
- Document all calls from regional members interested in working on chapter formations

**LONG TERM GOALS FOR THIS POSITION**

- Promote NEWH At Trade Shows To Increase Regional Members
- Establish more Involvement for Regional Members on a National Level
- Promote two or more regions to Chapter status
- Identify new regions and develop them as future chapters

Regional Area	2010	2009	2011 Projections
Alabama Region	0	2	3
France	0	1	2
Indiana Region	1	1	2
Kansas	0	1	3
Memphis/Mid-South	2	7	9
Michigan Region	2	1	2
Mississippi Region	0	1	2
Missouri Region	1	6	

Regional Area	2010	2009	2011 Projections
New England Region	20	24	28
New Mexico	1	1	2
Ohio Region	1	2	3
Oklahoma Region	2	3	4
Pennsylvania Region	1	1	2
San Antonio Region	1	0	
South Carolina Region	1	2	4
Wisconsin Region	1	1	1

<b>2010 TOTAL REGIONAL MEMBERS</b>
35

**development**

**vice president/development**

Cynthia Guthrie

job purpose

Develop and facilitate methods of generating revenue for NEWH, Inc.

**2010 Goals**

- Broaden scope of sponsorship programs to incorporate other types of sponsorships categories
- Assess past silent auctions to seek areas for improvement and develop additional auctions at new events.
- Develop a saleable product promoting NEWH as a method

for fundraising thru chapter levels.

- Work with Endow NEWH program to help facilitate the further implementation of this program and write minimum of 5 contract for 2011

**Steps to Achieve Goals**

- To broaden scope of sponsors – presently working on

categories to target & benefits that would entice these sponsors outside of the Corporate Partnership program

- Fundraising - Continue to analyze previous years' performance & to work with Fundraising Director to implement new vendor(s) for auctions, new auctions site and online auction evaluation.
- Review potential items that would generate funds for NEWH, Inc while promoting sponsors in various programs.

Long Term Goals for This Position

- Develop Standards and Best Practices for this position
- Develop forecasts for sponsorships 1 to 5 years.

Other Report Items

- Endow NEWH – announced at HD Boutique – commitments

from Durkan, Electric Mirror & RBF/Beverly.

- Fundraising – Janice Marko incoming director – I am very excited to have her on the team and look forward to her fresh looks at ways to create proceeds through our current Fundraising programs and the new ideas she will be developing.
- Corporate Partners – Cynthia Millow continues to work hard for explore new CP's and I'm looking forward to working with her to develop new segments for CPs.
- Exciting news – Maya Romanoff/Donghia/Bergamo has joined as a Supporting Corporate Partner. Please be sure to thank them and tell your chapter the news.

## corporate partnerships

Cynthia Milow

job purpose

Seek International Corporate relationships/partnerships

2011 GOALS

- Add 2-3 new corporate sponsors to the calendar for this year
- Maintain the relationships with existing partners
- Put a concentrated effort on introducing and including OS&E vendors to NEWH
- Introduce NEWH to retail companies trying to break into hospitality.
- Work with the individual Chapters to increase the “thank you” factor.

What can I say, how do you ask companies for sponsorship

dollars when they are struggling to stay alive. It's tough, but sponsorship is also a great “message” to the hospitality market that your company is financially sound and ready to do business.

That message will become even more important as we move into 2011 and see business picking up.

So Cheers to a new a better year!

Please always remember our Corporate Partners in your Trade Shows and events.

2011 corporate partner list	level	partner since
<b>Durkan Hospitality</b>	Benefactor	1995
<b>ULSTER</b>	Benefactor	2003
<b>Brintons</b>	Patron	2009
<b>Hospitality Design Group/Nielsen Business Media</b>	Patron	2001
<b>Milliken Hospitality</b>	Patron	1996
<b>American Atelier, Inc.</b>	Supporting	2011
<b>American Leather</b>	Supporting	2008
<b>Astoria Imports/Compass Originals</b>	Supporting	2011
<b>B Carpet</b>	Supporting	2001
<b>Electric Mirror</b>	Supporting	2008
<b>Fabricut Contract/S. Harris</b>	Supporting	2004
<b>Hunter Douglas Hospitality</b>	Supporting	2010
<b>Installation Service Group</b>	Supporting	2010
<b>InterfaceFLOR</b>	Supporting	2010
<b>J+J   Templeton Hospitality Carpets</b>	Supporting	2011
<b>Lexmark Carpet Mills</b>	Supporting	2008
<b>Maya Romanoff/Donghia/Bergamo</b>	Supporting	2011
<b>NLP Furniture Industries, Inc.</b>	Supporting	2005
<b>RBF Group/Beverly</b>	Supporting	2010
<b>Serta International</b>	Supporting	2005
<b>Signature Hospitality</b>	Supporting	2005

Vice President Goals for this position

A. Corporate Partner Program

1. Develop letter to update CP on previous year accomplishments and news about the upcoming

year – send at the beginning of each year – to keep the CP informed.

2. Complete a manual/ best practice with all marketing material and timeline for existing,

potential and inquiry CP's

3. Develop email broadcast to hospitality vendors to solicit as CP

B. New Sponsor Programs

1. Develop New Programs for sponsorship outside of manufacturers
  - a. Potential categories
    - Hoteliers (Brands)
    - Hotel Owners/Mgmt
    - Designer Partners
    - Industry/Hospitality Consultants
    - Purveyors
    - Travel & Tourism
    - Media Partner
2. Identify what relationship/marketing benefits

## fundraising

Janice Marko

job purpose

To coordinate, support and monitor all fundraising activities within the organization, and to develop and implement NEWH's fundraising strategies for unrestricted income so as to help generate the security and funds required to achieve NEWH's growth plans.

### 2011 Goals

- Continue working with Bidding for Good to coordinate Silent Auctions for HD Vegas and HD Boutique.
- Assess past silent auctions to seek areas for improvement. Will look at the following:
  - o Analyze the profit % of items donated for the silent auctions to see if room for improvement.
  - o Analyze items bought to determine what types solicit higher bids and target more of similar type items.
- Analyze items bought at live auctions to determine what types solicited higher bids and target more of similar type items. Goal is to increase general excitement and appeal to show attendees.
  - o Set a standard minimum bid for auction items based on the retail value (if applicable) of each item. In the past the minimum bid has ranged **from 9% to 33%** of retail cost.
- Increase funds through 2011 events and chapter contributions for NEWH, Inc. by a minimum of 22% to \$65,000.00.
- Provide support to Chapters for fundraising events
- Increase awareness of NEWH, Inc. to other target audiences
- Develop a saleable product promoting NEWH as a method for fundraising thru chapter levels.

### Steps to Achieve Goals

- Develop hand book/master checklist with time-line and

Vice President Goals for this position

A. Auctions – Live, Silent & Online

1. Assess potential events/sites to host Live/Silent Auctions by auctioneer of NEWH.
  - a. Existing auctions.
    - HD Vegas
    - HD Boutique
    - Web auction
  - b. Potential new auctions
    - IH/M&RA New York
    - NEOCON
    - NEWH Regional Tradeshow
    - Others - TBD

NEWH can provide to each category and why/if they would be interested

3. Calculate costs of benefits and review potential levels for sponsor dollars.

C. ENDOW NEWH

1. Develop list of potential vendors for ENDOW
2. Introduce ENDOW Partners @ Leadership Conference
3. Develop email broadcast to announce ENDOW partners committed during 2010 and quarterly in 2011.
4. Get the committed ENDOW partners completely processed to finalize programs for each and contracts so that NEWH can start to see the financial proceeds of this program.

space requirements for silent auctions.

- Meet with Diane to analyze items bought at both on-line and live auctions to determine which solicit higher bids and target more of similar items. Goal is to increase general excitement and appeal to show attendees and vendors that donate to auction.
- Target specific vendors for items desired at auction.
- Continue with setting minimum bids at range of 10% to 30%.
- Continue to work with Bidding for Good for 2011 and research for other auction companies to augment our supply of goods to auction. The auction company must be able to package our Silent Auction, provide auction items, collect items from our industry vendors, manage the auction on site and take the auction items through to shipping. The split of proceeds is scaled depending upon opening bid amount and over bid amounts. In order to switch to a different auction company, they will need to meet or exceed these items.
- Continue to work with Pacific Auction Company to augment our live auctions at HD Vegas and HD Boutique. Coordinate with PAC to better target items that appeal to people in our industry. i.e. – wine instead of art.
- Explore the possibility of auctions at NEWH regionals to include the vendors, etc. for product that is shown at the show.
- Explore possibilities of extending interaction with the NY Hotel/Motel show.
- Continue to provide support to Chapters for fundraising events via phone conferences, etc. Create and post an "Event Check List" on the NEWH website. Review events that have worked and "why" they have worked (Las Vegas Hopsy and Texas B-B-Q). Review events that have not been successful and why.

### Long Term Goals for This Position

- Develop Standards and Best Practices for fundraising events at the chapter level.

2. Identify/interview auctioneer companies that are able to travel to location, provide product for auction, perform/manage silent and/or live auction components
3. Reevaluate process, solicitation, and items categories for vendor donated items for online and NEWH Silent auctions.
4. Develop template/manual for all auction aspects – space requirements, timelines, equipment, & marketing materials

B. Chapter Fundraising – Events

2. Develop better communication with chapter directors through conference call schedule
  - a. Review with each chapter



- Event planning timeline and checklist
- Success stories and problems to avoid
- Ask for event outlines from chapters with highly successful events to share with other chapters ie; BBQ, HOSPY, Golf Tournaments, etc.

a. Item examples

- Calendar
- Hats
- Carry bags
- Others TBD

C. Product Sales

1. Develop product offering with logo with possible

## marketing

### vice president/marketing

Trisha Poole

job purpose

Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence

2011 Goals

- Update Marketing Plan and budgets for 2011-2012
- Establish an overall calendar that includes all initiatives, campaigns and programs NEWH is involved in. The

calendar will include deadlines for marketing materials and supportive content needed for each event or program.

- Support the completion and updates of the website to finalize the sites structure by the end of 2011.

### public relations

Andy Schaidler

job purpose

Assist in maintaining a positive and professional image for the NEWH brand and initiatives through internal chapter communication and media relations.

2011 Goals

- "Determine specific goal and message with the PR campaign for 2011"  
 Work with VP of Marketing to establish what our annual PR campaign should be, how much we should pull from the chapters and INC and how much we should push out to the industry at large and how often and via what methods.
- Establish a media calendar and target 8-10 press release opportunities  
 NEWH has numerous regional and national trade shows annually it participates in by either running them, auctioning at them, speaking at them, exhibiting at them, and/or a combination of the above. All of those are opportunities for us to promote more completely. NEWH also has major national and regional scholarship events (ICON, Awards of Excellence, etc) to promote as well as numerous regional and local galas and events (Hospys, Founding Chapter Gala, Bubble Bash, etc) that also can be more fully promoted. In each instance, our biggest challenge will be gathering information from NEWH INC and Chapters well in advance since most publications are writing their event calendars and editorial articles at least 3-4 months prior.

- "Manage the content preparation and distribution to specific media outlets with the assistance of contract writer"  
 NEWH Marketing has contracted with an outside Press Release Writer to create PR pieces for our top 8-10 selected events. This will serve to lighten our own internal volunteer load and give us professional pieces, plus it will also establish a template and framework style for us to follow when doing our own PR writing for events where we want to promote but can not pay for the professional PR writing. We'll also be working hard to centralize a database list of media outlets and the key contacts to send to so we can use it repeatedly and pass along the legacy at the end of this 2-year volunteering.
- "Establish and meet deadlines for press releases "  
 Hopefully, we can teach ourselves to better plan ahead in PR with both information gathering and compiling so that we can publicize well in advance and also meet the time frames set especially by the print publications, who are usually working at least one quarter (3-4 months ahead) on articles and information to go into their printed and mailed magazines.

### internet communications

Liza Kapisak

job purpose

Assist in managing the internet communications for the NEWH Inc website related to marketing, promotion and advertising

2011 Goals

- Identify website promotional opportunities and associated values
- Research and establish the goals for social media campaigns
- Develop a method of quarterly website evaluation
- Present new ideas for programs and/or campaigns to support and advance the marketing and pr activities

utilize their ideas to help improve our site

- Send out surveys to members to gain information on their needs/wants in a social media
- Hold quarterly conference calls to gain insights from chapters
- Work closely with VP of Marketing and PR to create a cohesive front for members & chapters

Long Term Goals for This Position

Steps to Achieve Goals

- Compare/Contrast other organizations & companies websites to compare and contrast their methods to

- Create ways to make it easier for chapters to be involved in their website and social media
- Create ways for members to be more involved in the

- Identify ways to make NEWH Inc the model for other

## events

### vice president/events

Philip Byrne

job purpose

Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence

### regional tradeshow

Bryan Adcock

job purpose

Be responsible for and coordination of all NEWH, Inc. Regional Tradeshow (tabletop/mini-booth format) activities

### newh conferences

Mark Huntsinger

job purpose

Develop the bi-annual NEWH International Conference – *Making better Leaders in the Hospitality Industry*

## sustainable hospitality

### vice president/sustainable hospitality

David Mahood

job purpose

Developing an action plan to provide events that will benefit the membership of NEWH, Inc. and enhance NEWH's market presence.

#### 2011 Goals

Further and Develop with Dir. Sustainability -Key Goals:

- Coordinate and develop NEWH/HD "Green" Tradeshow in conjunction with HD- Event to include Leadership Forum – Sustainable Committee Chair to coordinate with Dir. and V.P.
- Increase presence of sustainable committee at various regional and national events including: NEWH Leadership Conference, HD Expo, GreenBuild, etc.
- Scholarship & Education- New Criteria established and submitted for 2011/12 Sustainable Design Scholarship sponsored by JLF/ Designtex. Scholarship to be given away at HD Expo
- Establish Sustainable CEU program coordinated by Sustainable Committee
- Resource Directory- Increase revenue by increasing Directory membership and retaining existing Directory entrants, and improving value and content. Increase online traffic to Directory through new WEBSITE format.
- Marketing and Communications- Increase marketing efforts through measured timeline created in 2010. Efforts to include association with other medium and consistent promotional activities- will become key driver to moving NEWH Sustainable Hospitality initiatives.
- Improve role of and communication with Chapter Directors of Sustainability- 10 Chapter level directors in place.
- Build fundraising mechanism for NEWH Sustainable Hosp. Committee- Sustainable Sponsors will be actively sought as key component of revenue for our committee (three to date). Committee established to direct effort.
- Continuous NEWH Sustainable Hospitality Website Development:
  - Website live as of Jan. 2011

- Integrate sustainable education and activity into NEWH Inc. through regional events, IBOD meetings, Leadership Conferences, and national sustainable programming events.
- Pursue means for carbon offsets for all NEWH IBOD meetings and assist membership in reducing environmental impact of maintaining a large non-profit organization. Create a "green" model for NEWH to target for the future.

#### Steps to Achieve Goals

- Consistent interaction with Director of Sustainability-assure success through coordination of duties/roles
- 2011 Strategy Session to help define future goals (HD Expo- Strategy Session)-
- Re-establish Chairs (done 12/14) for all sub-committees for all initiatives – new goals created
- Sub-committee conference calls & committee group calls- as needed
- Resource Directory to include review process and marketing effort
- Further discussions of third annual Leadership Forum (2011) to be held at "green" forum with HD in spring 2011
- Participate and report in EC calls, events, etc.
- Further committee generated articles for each NEWH Magazine
- Conduct (2) Chapter Level Dir. Sustainability conference calls throughout 2011
- Implement marketing plan once website is complete from NEWH Sustainable Hospitality Committee- Outline with target information first presented on April 13, 2010
- Expose Committee's initiatives and address NEWH membership at NEWH Board Meetings, Events, Chapter Meetings, etc.
- Oversee and assist in measuring timeline and goal

- achievement in conjunction with Dir.
  - Assist in development of educational events, scholarships and CEU's.
  - Promote NEWH Sustainable Hospitality Website-
- Long Term Goals for This Position
- Assure greater awareness of sustainability and its role to EC, Board, and Membership.
  - Provide sustainable education that is transferable to Design, Manufacturing and Supply, Purchasing, and Ownership, Operations, and Management of all aspects of hospitality.

- Nurture students in the development of tomorrow's sustainable vision.
- Increase demand for potential leaders in sustainable education within chapters and at executive level.
- Generate greater awareness of the necessity of sustainable practices and be prescient to issues affecting our industry and environmental health.
- Increase exposure to NEWH Sustainable Hospitality.
- Expand NEWH Chapter Programs to include regular sustainable events

## sustainable hospitality

Dina Belon

job purpose

Develop and facilitate programs that bring NEWH, Inc. to the forefront of Sustainability in the Hospitality Industry. The programs should increase the visibility/credibility of NEWH, Inc.

Mission Statement:

Leading the hospitality industry to promote sustainable education and practices that achieve a balance between environment, economics and social equity.

NEWH Sustainable Hospitality Committee as of Jan. 2011

Dina Belon, Sharry Cooper, Tara Mastrelli, Rachel Long, Devanshi Patel, Lynda Sullivan, Jillian Van Dresser, Jeanne Varney, Helen Reed, Cheryl Heisterberg, Bill Gregory, Ed Graveline, Gary Golla, Durette Candito, Desiree Perkins, Deborah Herman, Cliff Tuttle, Carly Cannell, David Mahood, Sara Schoen, Chris Wasmer, Nicole Crawford, Shelia Lohmiller

New Members: Adrienne Pumphrey, Devon Smith

### 2011 Goals

- Assit in Coordination in conjunction with HD, the Events/Forum Chair and Committee the NEWH/HD "Green" Tradeshow to be held in the spring of 2011.
- Develop the (1) key note session and (2) breakout sustainable sessions for the NEWH Leadership Forum to be held Jan. 14<sup>th</sup> – 16<sup>th</sup>, 2011, by locating speakers, and assist in the topics development.
- Increase the presence of the sustainable hospitality committee at regional and national events including: NEWH Regional Tradeshow & Leadership Conference, HD Expo, and GreenBuild.
- Scholarship & Education- Guide the process fo developing New Criteria for 2011/12 Sustainable Design Scholarship sponsored by JLF/ Designtex, to be awarded at HD Expo 2012.
- Coordinated a Sustainable CEU program to be developed by Events/Forum Committee
- Resource Directory - Increase revenue 5% through Directory membership and retaining existing Directory entrants by the end of 2011.
- Provide leadership for the new sustainable pages on the NEWH WEBSITE; increasing traffic to the Sustainable pages.
- Marketing and Communications- Help the Marketing chair and committee to coordinate with the NEWH Marketing VP to create marketing promotions that support NEWH Sustainable Hospitality initiatives.
- Coordinate two Chapter Director Conference calls (1) in the spring and (1) in the fall. Be available to help the Chapter Directors to improve the sustainable aspects of chapter events and have (1) sustainable event at each of the 10 Chapters with a sustainable director.
- Help the Fundraising Chair & Committee build fundraising mechanisms for NEWH Sustainable Hospitality; Including Sustainable Sponsors (three to date) with the goal to increase Sustainable Sponsors to four for 2011.
- Integrate sustainable education into NEWH Inc.; including regional tradeshows, IBOD meetings, Leadership Conferences, and national programming events.
- Assist in reducing environmental impact of maintaining a large non-profit organization by developing a social and environmental responsibility plan for NEWH inc. to be submitted to the IBOD for consideration by December of 2011.

Implementation of activities based on following outline:

Committee	Areas of Responsibility	Committee Chair	Team	Probable Time Commitment / Month (avg.)
Marketing Committee	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Networking</li> <li>• Public Relations</li> <li>• Event Promotion</li> <li>• Marketing Material</li> <li>• Identify and build relationship with alliances with similar goals and objectives</li> </ul>	Devanshi Patel	Cheryl Heisterberg Carly Cannell Rachel Long Desiree Worsley Trisha Poole Cliff Tuttle Helen Reed	Leader: 5-10 Team Member: 2-5 Hrs
Fundraising Committee	<ul style="list-style-type: none"> <li>• Operating Budget</li> <li>• Scholarships</li> <li>• Online Auctions</li> <li>• Sponsorships</li> </ul>	Jillian Van Dresser	Debra Herman Lynda Sullivan Chris Wasmer	Leader: 5 Hrs Team Member: 2-5 Hrs
Directory Committee	<ul style="list-style-type: none"> <li>• Directory Application Questionnaire</li> <li>• Review Process of Applications</li> </ul>	Sharry Cooper	David Mahood Ed Graveline Tara Mastrelli	Leader: 5-10 (May increase as needed) Team Member: twice a year 5-10

	<ul style="list-style-type: none"> <li>Revenue Process Review</li> <li>Directory Membership</li> <li>Updates of the Directory</li> </ul>		Helen Reed Jeanne Varney Dina Belon	hours
Events & Forums Committee	<ul style="list-style-type: none"> <li>Committee Calendar</li> <li>Committee Sponsored Events</li> <li>Annual Forum (2011 Green Tradeshow)</li> <li>Speaking engagement Invitations &amp; Proposals</li> </ul>	Jeanne Varney Gary Golla	Sara Schoen Cliff Tuttle Lynda Sullivan Bill Gregory Rachel Long Tara Mastrelli Debra Herman Chris Wasmer	Leader: 5-8 Hrs Team Member: 5 Hrs (time will be focused around events)
Managing Sustainable Chapter Directors	<ul style="list-style-type: none"> <li>Communication with Sustainable Chapter Directors</li> <li>Engagement with Sustainable Chapter Directors</li> <li>Commitment and Partnership with NEWH regional events</li> </ul>	Dina Belon (East) Durette Candito (West)	NEWH Sustainable Hospitality Chapter Directors	Leader: 5 Hrs

**Steps to Achieve Goals**

- Clarification of duties/roles for the committee was completed on 12-14-10
- Coordinate a committee meeting (NEWH Leadership Conference)
- 2011 Strategy Session to help define future goals (HD Expo- Strategy Session)
- Re-establish Chairs (complete 12/14) for all sub-committees for all initiatives
- Sub-committee conference calls as needed
- committee group calls quarterly (December, March, June, September)
- Resource Directory subcommittee to include review process and marketing effort
- Further discussions of third annual Leadership Forum (2011) to be held at “green” forum with HD in spring 2011
- Participate and report in EC calls, events, etc.
- Continue committee generated articles for each NEWH Magazine
- Conduct (2) Chapter Level Dir. Sustainability conference calls throughout 2011
- Implement marketing plan once website is complete from NEWH Sustainable Hospitality Committee- Outline with target information presented on April 13, 2010
- Discuss Committee’s initiatives and address NEWH membership at NEWH Board Meetings, Events, Chapter Meetings, etc.
- Oversee and assist in measuring timeline and goal achievement
- Assist in development of educational events, scholarships and CEU’s.
- Promote NEWH Sustainable Hospitality Website-
- Discussion to begin for Sustainable Design Competition, 2012-2017
- Ensure that the team leader of each committee is responsible for creating a Committee Structure and the Objectives & Task Report.
- The Objectives & Task report will be updated and forwarded to the Sustainable Hospitality Vice-President, Director and NEWH HQ Coordinator before the quarterly committee conference call.
- Nicole Crawford (NEWH HQ Coordinator) – will help each committee and specifically take care of; Committee Calendar updates, Review Directory Applications, and Set-up committee conference calls. Nicole is central depository of information and needs to be copied on all committee activities.

**Events/ Forum**

Committee Chairs-Gary Golla/Jeanne Varney  
 Committee Members: Sara Schoen, Cliff Tuttle, Lynda Sullivan,

Bill Gregory, Rachel Long, Tara Mastrelli, Debra Herman, Chris Wasmer

**Key 2011 Events**

- NEWH Leadership Conference, Jan 13-16
- HD/ Expo “Green” Tradeshow/ Leadership Forum
- HD Expo- Sustainable Design Scholarship awarded
- Committee strategy session
- Regional Chapter Sustainable Hosp. events

We will Highlight NEWH Sustainability Hospitality Directory members at industry events either through booth signs or badge sticker.

**Key 2010 Events / Accomplishments**

- HD Expo, May 19-21 (Strategy Session)
- NeoCon, 2010
- USGBC/NEWH NYC Chapter Event, December 14, 2010
- GreenBuild, Chicago, November
- Miscellaneous
- Committee speaking engagements – Cliff Tuttle, Gary Golla, Dina Belon, Jeanne Varney, Bill Gregory, et.al.

**Resource Directory**

Committee Chair-Sharry Cooper

Committee Members: David Mahood, Helen Reed, Ed Graveline, Tara Mastrelli, et.al.

- Review process to be implemented. New entries sought and value to be assessed for new website inclusion.
- Last email blast for Sustainable Resource Directory updates and new membership took place in June, 2009. Committee to reconvene in early 2011 to simplify membership
- Questionnaire was updated in 2008 and 2010
- Add Section for Restaurants/Spas will be priority for Directory in 2011

**Marketing**

Committee Chair-Devanshi Patel

Committee Members: Cheryl Heisterberg, Carly Cannell, Rachel Long, Desiree Worsley, Trisha Poole, Cliff Tuttle, Helen Reed  
 Website

- New website will be managed internally.
  - The Sustainable Hospitality Website has been integrated with the main NEWH website
  - Website area site for the committee to be able to post events, comments etc. advertising, social media for a sharing of information.
  - Upgrade and maintain website
  - Work with NEWH to keep site updated
  - Send weekly reports on web reports to leadership team
- Email Campaigns
- Work with NEWH to design and schedule events
- Social Networking

- Plan, implement and manage social networking plan
- Keep social media platforms updated

#### Print Materials

- Plan, design and write content for appropriate handout materials
- Work with NEWH for printing for identified events

#### Chapter Development

Committee Chairs-Durette Candito, Dina Belon

- A Conference Call will be held in Jan. 2011 with all chapter directors to discuss 2011 objectives
- Assist in Developing chapter programs and facilitate at least 1 program devoted to sustainability for all chapters.
- Chapter Level Best practices are being established
- Chapter Level Directors will be actively supporting committee's efforts to build Resource Directory Membership and Sustainable Sponsors

#### Fundraising

Committee Chair: Jillian Van Dresser,

Committee Members: Debra Herman, Lynda Sullivan, Chris

#### Wasmer

- Program has been developed for NEWH Sustainable Partners that will not compete with NEWH Corporate Sponsors. Once we develop new website in conjunction with NEWH Corporate, we will aggressively pursue sponsors.
- Continue with Sustainable Online Auctions (Lynda Sullivan is taking on Resp,)
- Promote and continue with Carbon Offset Sales
- Promote and continue with Resource Directory Sales
- Present Sustainable Design Scholarship at HD Expo

#### USGBC Dialogue

Committee Chair-Cliff Tuttle

USGBC Dialogue-maintain dialogue to insure NEWH has a seat at the table for LEED for hospitality. Cliff Tuttle has been named by USGBC as one of the Industry Leaders to be a part of the working committee for LEED Hospitality. The Working Committee has not yet been appointed, but is still expected to begin work.

## vp/international relations canada

Christine Tucker

#### job purpose

Develop and facilitate a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc.

#### 2011 Goals

- Expand the NEWH mission Canada wide; increase the visibility/credibility of NEWH.
- Work with NEWH International to establish structure and best practices for International Chapters working with NEWH Inc. for continued relations that benefit all parties.
- Build on the Networking opportunities through out Canada and USA.
- Strengthen membership and relationships with US and UK counterparts.
- Work with NEWH in Vancouver, B.C. to continue momentum for Organizing Chapter to become a Charter in 2011.
- Develop strong board in Vancouver to continue their growth within the Chapter.

#### Steps to Achieve Goals

- Working with committee members in Vancouver building in 2010/11.
- Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
- Mentor members to move into the International forum and understand Canada and USA format and structures.
- Work with Canadian and US legal to ensure compliance to all Federal concerns of both countries.

#### Long Term Goals for This Position

- Work with Chapter's in Canada to make sure they understand NEWH and the complete offering and keep them involved
- Keep communication with International office and Chapters
- Grow membership in Canada
- Continue to encourage and educate succession plan for future members in Canada.

#### Other Report Items

- Assist in maintaining NEWH Canada Inc operating as a Canadian Corporation
- Continue to monitor the Canadian, taxes and accounting systems.
- Report financial activity to NEWH Inc.

## vp/international relations united kingdom

Melanie Carter

#### job purpose

Develop and facilitate a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program should increase the visibility/credibility of NEWH, Inc.

## newh ambassador

Michelle Finn

Deborah Herman

#### job purpose

Act as Good Will Ambassador by bringing awareness of NEWH Inc. to the industry

## **past president**

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Anita Degen

job purpose

To provide counsel to the NEWH, Inc. Governing Board

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2011 Goals

- Fulfill my duties as Past President/Parliamentarian
- To promote Corporate Partnership and NEWH Endow
- To act as counsel, advisor and mentor to incoming Board Members
- Act as advisor to the NEWH, Inc. staff

Steps to Achieve Goals

- Remain active and engaged with NEWH activities, Board Meetings and projects
- Seek out and follow-up with potential Corporate Partners and NEWH Endow partners

## **executive adviser**

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Marla Davis

job purpose

To provide counsel to the NEWH, Inc. Governing Board

Assist the NEWH, Inc. Governing Board in preparing its annual total strategy plan both for the short and long term

Monitor the health of NEWH, Inc. and adherence to its mission

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## chapter reports

### arizona

#### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Don Payne**, Delegate

#### Membership

The Arizona Chapter began 2010 with only 54 members, its smallest membership in many years, but grew by 20 members during the year.

#### Programming

After a successful property tour in February, Programming took a hit with the departure of its director. Our new director, aided by several veteran members, caught up by scheduling a well-attended CEU, a post NeoCon fabric review, a panel discussion on the state of the Arizona hospitality industry and an art gallery opening event

#### Scholarship

Scholarship funds were at an all-time low but the chapter was still able to continue its funding of programs at ASU, NAU and the Art Institute Culinary School. We also hosted a Dean and Director from NAU during a break at our March board meeting.

#### Fundraising

With the low membership at the beginning of the year, we entered the year without a Fundraising Director. Our biggest

fundraiser of the year, "Bowling for Scholars" was planned and executed by a team consisting of the chapter board and several valuable volunteers. The event, in late October, enjoyed the involvement of 87 bowlers and 20 "cheerleaders".

#### Community Service

Our energetic Community Service director continues her dedication to our local St. Vincent DePaul with monthly chapter participation at dinner service. Our early December event, "Christmas for the Troops", resulted in 61 boxes, weighing a total of 475 lbs., headed for 37 service men and women overseas.

#### Other Chapter Highlights

Our new Publications and PR Director created a monthly newsletter that combines reports of past events, upcoming programming and a brief report about the Board meetings. All members agree that the "NEWHsblast" has generated more interest and involvement in chapter events. New members created a new-found energy for our chapter. Many brand new members have committed to Board involvement for next year.

### atlanta

#### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Ryan Partin**, Delegate

#### Membership

The Atlanta Chapter voted to raise our dues to \$125 so we could create a larger gap in pricing for members and non-members. A \$10-\$15 gap each time; results in more free events for members. At our Holiday Soiree event on December 14th, our gift to the Atlanta chapter was to offer membership renewal discounts at \$75. Over the past few weeks we have had over 30 new members and about half are students. Our goal for 2011; is for the Board to contact new members and get them involved on the board with volunteering and hopefully holding a position.

#### Programming

For our Second Tuesday Networking we have moved it around to different locations to give the design community flexibility. We wanted to keep the crowd fresh and allow different types of people to join us each month. When we first started this event, the amount of people who attended died down and each month it was the same crowd which turned away a lot of people who wanted to network. Our goals are to find locations that are centrally located with free or inexpensive parking, drink and food specials.

On November 18th we joined IIDA for Design to Dine at Bradford's on Bishop. Where two teams of six were to compete Iron Chef style. Teams were chosen by name in a hat. We had two board members in the competition against one another. Myself; Ryan Partin and Kelli Andrews. Each team had an experienced Chef who instructed us what to do. There was a panel of 4 Celebrity Judges who critiqued presentation and taste. We had a great turnout with a mixture of NEWH & IIDA members. The event was great for entertainment, networking, and everyone had the opportunity

to review table displays from our sponsors.

The NEWH Atlanta Holiday Soiree was held on December 14th at the Dal-Tile Showroom. Dal-Tile provided the catered dinner and with the help of Sponsors we were able to provide Wine, Beer, Hot Apple Cider, and Coffee. To stay connected with sustainability we were able to use our green plastic cups from the Golf Tournament for beer. We provided entertainment with a live guitar player and provide each attendee a goodie bag. This year's donation we held Dress for Success; to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Our attendees brought clothing, shoes, and accessories.

#### Scholarship

For the Atlanta Chapter we decided to move back the Scholarship Event to February instead of having it in May. We had moved it to May last year and allowed the students to submit their application packets to us by April. Unfortunately the submission success but very low and we hoped moving in back would increase it. The whole format is being modified so we can create more of a competition for the students along with celebrity judges. Since we have such a wide variety of applicants, we wanted each student to present the best part of themselves to the judges. Each applicant has to write an essay with their background and experience, their goals, objectives after graduation, what prompted them to choose this career, the importance of the scholarship and their contribution to their program and fellow students through leadership or participation. We want each student to present their essay to the panel of judges and if they want, can showcase their work in any manner that best suits them.

### **Fundraising**

This year's annual golf tournament was held on October 7th at the Marietta City Club. We were very lucky with the weather; we could not have asked for a more perfect day. Attendance was on par with last year's tournament and given the current economy, we considered this a huge success! In addition to our national sponsors, event sponsors included: Arnold Resource Group, BCA, Bloom Lighting Group, Costa Hospitality/Fabricut, Designtex, Desso Custom Carpet, Durkan, Heritage Hospitality, Klem Group, Lexmark, Momentum Group, National Wallcovering, OFS Brands, Pinpoint Project Management, Shaw, Spec me Please, Tupelo Manufacturing, Valley Forge, and Zenith Int. Thank you to all of our corporate and event sponsors!

In addition to tournament sponsors, we had some great raffle

items donated by Aesthetically Correct, Carson's Seating, Closet Factory, Grand Rapids Furniture, Moen, Simmons and Summer Classics. This year, we added a silent auction for sports and entertainment memorabilia and the feedback was great.

The golf tournament is our chapter's largest annual fundraising event. Thanks to last year's fundraising efforts, we were able to award \$15,000 in scholarships to six very deserving students and next year we are aiming to award more scholarships!

Although the focus of our events is networking, we truly are grateful to the support of our national sponsors, local sponsors, event sponsors and attendees for supporting our fundraising goals.

## **atlantic city**

### **Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Melissa Tully**, Delegate

### **President**

We are entering 2011 with great excitement. As we have 5 years of experience behind us, we are now a more developed chapter. As we move forward, we have a group that includes some existing members as well as some new faces that join the board. Maureen Rothman continues to lead our group as chapter president.

### **Membership** (presentation at firms/schools)

We have a great Chairperson, Marc Nasberg, who has begun by energizing our Meet & Greets. As the Atlantic City Market is currently slower than normal, our ability to find new members has been limited. We have decided to spend more time recruiting new members in Philadelphia. Philadelphia has some major hospitality firms that have remained un tapped. In order to reach out to this market and these firms, we have planned our fall, winter, and spring Meet & Greets in Philadelphia. We have also talked about doing short informal information sessions at these firms and schools to acquaint people with the benefits of NEWH. It is also important to us that we maintain our Atlantic City Members and specifically the designers who have worked so hard to start this chapter.

We are concerned that membership would suffer due to the economy. As it turns out, we anticipate maintaining our 2010 membership levels. When we get our list of unpaid members in January, we will make calls to see if any simply forgot to renew. We anticipate that our membership will only drop 10%. Our "core" has been people who have been members for several years and we anticipate maintaining these memberships.

Our efforts will be to attract new members. To date this has been only moderately successful. Our greatest concern is that due to the economy NEWH is considered a "Bonus" and not a "Value". We believe that if we keep marketing as we have planed, some of these will join when things get better.

Additionally, we seeking out and encouraging students to join.

As has been often discussed, we are trying to recruit more designers, especially young designers, to join. It has been suggested that we try to solicit member scholarships to provide an opportunity for a vendor or rep to sponsor the membership of a young designer – this would stimulate another form of giving as well as increase our membership.

### **Programming**

We are excited to have a new Programming Chair, Caitlin Rimgaila, and we are fortunate to have her on the Board.

We had four wonderful and successful events this past year: a Hotel Tour of The Hotel Palomar (a new Kimpton Hotel), a Tequila Tasting, and Project Runway (see Fundraising), and our Annual Holiday Party!

Due to the economy we have decided to cut back the number of our events from four down to three. We have done this for two specific reasons. One reason is that sponsorship dollars are down, which are critical. Our membership's energy and event dollars need to be reserved for three successful events than the possibility of having an unsuccessful event.

Caitlin has many great ideas for our three events this year and plans to present them to our board during our January and February board meetings. These events will be voted on and agreed upon by our board members. One of which will be designated as our Fundraising event. She has also looked at the possibility of planning a joint event with our local IIDA chapter.

Along with the three events, we are tentatively planning on holding 6-8 Meet and Greets to allow for activity each month. This is an ambitious schedule and has worked so far. Meet and Greets are now the responsibilities of our membership committee which allows Programming to concentrate on 2 events and a fundraiser.

### **Scholarship**

**WE HAVE HANDED OUT OUR FIRST SCHOLARSHIP (\$1,000.00)!!!**

Michele Rubando, our Scholarship Chair, did an awesome job in finding 4 worthy candidates, from 4 different institutions, having 3 different disciplines! We plan on increasing our goal for the scholarship in 2011.

### **Fundraising**

In 2010 we held an excellent and most successful event to date!

Our Project Runway Event had 200 attendees come to Harrah's Casino/Hotel Pool for a Fashion Show – designed by local Interior Design Firms, using FF&E materials supplied by our vendors. The event raised the bar on our success in holding events, as well as, raising funds. It was a successful event on many levels: exposure and respect in



the design community, raising funds, and our committee members to state a stellar and professional event! We plan on having this event every other year as it takes a tremendous effort.

Our fundraiser for this year has yet to be decided and will be presented and voted upon in our upcoming meetings.

#### Other chapter highlights

We are a vibrant, healthy, and successful Chapter and are very proud to announce that we are sending FIVE board members to the leadership conference in January!!

This year we are focusing on sustainability and social networking communications.

We have a VERY strong Board who is willing to tackle tasks as a group which is why we are thriving.

#### Issues that your chapter would like help

We struggle with recruiting new sponsorships. Over the past year and going into 2011, the economy continues to suffer. Gaining new sponsorships and maintaining old ones has been a challenge.

We also struggle with recruiting new members to join the board.

In both instances, it would be helpful to hear how other chapters were successful.

## chicago

### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Todd Hilt**, Delegate

### Membership

Our membership currently consists of a mix of vendor representatives, designers, and purchasing professionals (with a majority being vendor representatives).

### Programming

For 2011, the Chicago Chapter will be holding 5 programming events.

- JW Marriott Tour – We are in the planning stages of a tour with the designers of the new JW Marriott Chicago.
- Student Outreach Event at NeoCon. We've been experimenting with this event, our goal This year we will be working with NeoCon to appear in the official schedule.
- 5th Annual Summer Social – This is primarily a networking event, funded by vendor sponsors and ticket sales. We had over 100 people at this year's event, we're still tallying final #'s, we ended up being very close to breakeven.
- 3rd Annual NEWH Toy Drive @ Zanie's Comedy Club - This is primarily a networking event, funded by vendor sponsors and ticket sales.

### Scholarship

- We gave away \$14,000 in 2010 and hope to give away \$12,000-\$14,000 in 2011.
- Our scholarship money comes from not only our events, but donations as well.

### Fundraising

We'll have 3 major fundraising events for 2010.

- "Kingpin" Bowling Event - Revenue is generated through vendor donations, ticket sales, and raffle/silent auction proceeds.
- 4th Annual "Bootlegger's Bash" – Revenue is generated through vendor donations, ticket sales, sponsorship (bar, tables, and photo booth) and raffle/silent auction proceeds.

### Other chapter highlights

- Our chapter is currently in the process of designing and procuring FF&E for the lobby of the Chicago office of Gilda's Club.
- 2011 Chicago Chapter tradeshow is confirmed. It will be held at the downtown Chicago Sheraton.
- A 2011 initiative is working on branding all of our annual events. We're currently in the process of creating logos for all events. We've also been involved in creating add'l event revenue streams (vendor logo's on napkins, photo booth sponsorship, etc).

### Issues that your chapter would like help

- When raising funds for events, we often get a reply that they donate to national, we'd appreciate tips on how to encourage chapter level funding as well.

## dallas

### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **NO REPORT SUBMITTED**

## greater new york

### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Pam Pasake**, Delegate

### Membership

As of December 2010 we are nearly 400 members strong. We would like to achieve a better balance between the number of student/associate, general and chapter level business memberships. Additionally, we would like to encourage more design

firm/designer memberships. Our biggest challenge is reinvigorating our base and finding a way to communicate with members who have fallen off the radar after having lost their positions over the last few years. The new subscription based renewal system is a huge step in the right direction and will allow

for more targeted contact as we progress through this New Year.

Our database is currently being reviewed and updated.

### **Programming**

After taking this past year to concentrate on solidifying our financial footing, we are able to sustain more programming geared to draw new members and fundraise. Our programming chair and committee are presenting ideas and a calendar at the 1/20 board meeting.

Our most successful regular events have been Toasty Tuesdays, hotel tours and CEU events. We are looking for ideas as to how to make our monthly luncheons a more effective program.

### **Scholarship**

We are excited to have the funds in place to provide more and/or higher dollar awards this year. Blue Leaf has sponsored a scholarship to be awarded along with the Nielsen scholarship. As the scholarship chair, I will be making a concerted effort to apply to more manufacturers and industry related businesses for sponsorship scholarships.

Also on the agenda this year, is closer follow up with the educational institutions to make more potential applicants aware of the opportunity.

This year we will empanel an eclectic mix of designers, vendors and board members to have an enthusiastic review of the applications.

### **Fundraising**

We hosted our first NEWH Regional Tradeshow this past year

and, for a maiden voyage, we view it as a big success! We learned a tremendous amount about how to approach the show for our next opportunity to host.

Recent history and the depressed economy have found our fundraisers difficult to pull off. We lack effective committee formation skills, which is an area we definitely seek assistance. Because our annual main fundraiser occurs in November, corporate sponsorships are slim pickings as budgets are usually depleted. Our auctions are hit and miss. We need an influx of fresh ideas.

### **Other chapter highlights**

Our board is a good mix of established/new members and cross all manner of industry categories. We are excited to update our web page and begin to build our presence in the social networking area.

### **Issues our chapter would like help with**

- Effective committee formation techniques
- Newsletter templates
- Fundraising/sponsorship tips
- Fun events that are different from our established ones
- How to keep tired board members enthused and involved
- Getting student members into active rolls
- Event time management –what needs to be done by when in preparation for an event?
- Taking the stress out of being a board member

## **houston**

### **Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Josephine Duncan**, President

Our President resigned in September and for the most part our Treasurer. We spent the last half of the year making sure the Chapter was running smoothly and figuring out what the treasurer had done.

### **Membership and Chapter Goals**

We are committed to finding ways to give more value to our membership especially our designers, owners, project managers and management companies. We did an extensive survey last summer with our membership and our non-member base. The information we received back we used to outline our goals for 2011. To strengthen our membership and our Chapter we took our weaknesses and made those the primary goals. I must add that we also had a lot of good strengths in our chapter from that survey. We were not strong in using committee members, addressing issues in a timely manner, not offering CEU, and having a more diverse attendance, meaning not enough designers. We had our first Committee meeting for Scholarships last week and 5 non members (3 designers) showed up to help. We also strengthened our Board for 2011 by adding 3 new board members who are designers.

Our primary goal for Membership is that we are going to double our paid members in 2011.

We have moved our membership drive to the summer to coordinate with Dal-Tile major mid summer Luau party. Dal-Tile has at this event from 100 to 150 designers and architects. Our membership drive will be the feature of this event. Dal-Tile pays all the expenses. We will have sign in booths at the front and we are the speakers at the event. Dal-Tile and NEWH send out the same invitation to both mailing lists. It is a win win for both of us.

### **Programming**

We have elected a Designer to be in charge of Programming for 2011. Kevin Hamby will serve in this role and more than qualified to give us some outstanding events. Some of our plans for the coming year are the two major events which is Scholarship Dinner and our Bowling event in the summer. Kevin has other ideas about this as he would like for us to change this. Bowling places have a short window in the summer for other groups to come in and do an event in which they do not have Leagues playing. In Houston in August, there are three different design oriented bowling events in one week. Kevin is working on putting us in a totally different direction to maybe replace this event with something fresh and new. We also have two major hotel tours (new hotels opening 2011) scheduled and at least one CEU. We are also going to do a healthcare/hospitality event with designers from both areas speaking. Our board feels that there is a definite trend in merging healthcare with more hospitality type design and we wanted to be the first to address this. This would be panel of designers from both areas.

### **Scholarships**

Our Scholarship Board member is again a designer, Sarah Pellegrin for 2011. Last January event was a sell out. January 2011 we are moving to a new location. One that is appropriate for a NEWH Scholarship Dinner. We are having our event at the Hilton Hotel, University of Houston that is Conrad Hilton School. We will have 5 Scholarship winners. We are also giving two NCIDQ Scholarships. One of our Scholarship Winners is an award winning Pastry chef. She is going to make the dessert for the event and present it. Sarah has brought in many young designers to work with her on different committees for this event. Sarah is a designer with Gensler in Houston. Gensler is supporting our effort and Sarah by having Gensler graphics department do the invitations. We have also asked Sheila

Lohmiller to be our Keynote speaker.  
We are looking forward to a very exciting year for 2011. As  
Houston is the 4<sup>th</sup> largest city in the US and we hear moving

towards no. 3 we feel the opportunities for growth has no  
downside.

## las vegas

### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **NO REPORT SUBMITTED**

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## los angeles founding chapter

### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Fernando Diaz**, Delegate

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### Membership

Our Chapter continues to grow in membership, herewith are  
the statistics:  
December 2009 = 261 members  
December 2010 = 294 members  
We are still falling short on the general membership category,  
but we are working hard to bring our numbers/membership up

### Fundraising

We are looking forward to hosting the Regional Trade Show on  
June 23rd as well as a Scholarship/Gala Event on August 27<sup>th</sup>

### Programming

January - Membership Drive and 2010 Board Members  
Introduction at Knoll Showroom in Santa Monica. We had 60  
attendees and the event was sponsored by Knoll showroom,  
providing wine, beer and appetizers.  
February - Hotel Tour at Shorebreak Hotel in Huntington Beach.  
We had 70 attendees and gave away a free weekend stay at  
the Hotel as a raffle.  
March - W Hotel Tour in Los Angeles. We had 270 attendees  
and several raffle prizes were given out provided by the  
sponsors. We had the following vendors sponsor drink tickets  
for all guests: Hallmark Collective, Janus et Cie, UHMC Stone,  
JC Cody Furniture & Valley Forge Fabrics.  
April - Bowling Fundraising Event at Lucky Strikes @ LA Live.  
Event handled by Marina Limon.  
May - HD Vegas Show in Las Vegas. We also co-sponsored the  
West Hollywood Structures and Styles Tours. Attendance not  
available as this was a volunteer base event on a Saturday.  
June - The Abbey Restaurant and Bar Tour sponsored by Alger  
Triton International Lighting. We had 45 in attendance and

appetizers were sponsored by Alger Triton.

July - No event scheduled due to planning the 25th Gala  
August - NEWH 25th Year Celebration Gala. We had 28  
Sponsors that raised over \$150,000 over \$120,000 in ticket  
sales. We handed out 12 Scholarships worth \$?????. We had  
just over 700 guests who attended from all over the US and  
most all chapters were represented. We raised over \$18,000  
in Silent Auction items. We had the most amazing night with  
red carpets, paparazzi, celebrity appearances, live  
entertainment from "Cher" and the most amazing night of  
dancing and celebration!!!!

September - Nothing scheduled due to 25th Gala  
recuperation!!!

October - We had a CEU Presentation about "Water Efficiency  
Plumbing" at TOTO Showroom in West Hollywood and  
combined it with a Sustainability event on Office Recycling.  
TOTO sponsored the event with drinks and amazing  
appetizers. We invited designers to bring old catalogs, fabrics  
and samples to the event to donate to local design schools.  
We had 40 guests.

November - We had another CEU on "Supporting New Work  
Patterns in Hotel Spaces" by Steelcase Furniture at the  
showroom in Santa Monica. The event was well attended with  
over 40 guests and Steelcase sponsored drinks and  
appetizers and provided tours of their four floors of showroom  
space.

December - We had our NEWH Holiday Social Party that was  
co-sponsored with ASID organization at Yamashiro Restaurant  
in Hollywood. We had over 150 guests attend and it was a  
great evening to end a very successful year of NEWH!!!

## north carolina

### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **NO REPORT SUBMITTED**

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## north central

### Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Liza Kapisak**, Executive Adviser

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### President

We have a new president starting in 2011 and our board is

excited for the new changes happening.

### Programs

Our programs continue to get great attendance and we look forward to next year and hope that the attendance starts to increase.

**Fundraising**

This past year we have a rough time getting attendance and sponsors for our fundraisers, we were still able to give out a scholarship this year, but in 2011, fundraising will need to be a bigger focus for our chapter.

**Networking Happy Hours**

We have continued to do these every other month. We have noticed that depending on the venue for the happy hour our

attendance will increase greatly. We need to come up with a solution and possibly stream line and commit to one or two locations.

**Other**

We have an almost complete board and we think 2011 will be a great year for us. We need to focus on fundraising and membership for our chapter. If we continue to improve our events and really get the "buzz" going, we think things will really turn around. Our chapter is also looking forward to our tradeshow in April and the benefits our chapter will gain from it.

## northwest

**Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Erin Brodhead**, Delegate

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**Membership**

Our membership has been steadily growing with new members and student member sign-up stronger than ever. We have raised our membership price slightly to accommodate with Inc's collection of funds, but believe that next year will continue to grow. We will be throwing our annual Bowling Membership Drive on Thursday, Jan. 27<sup>th</sup>.

**Programming**

Our approach to sponsorship this year will be different from past years in that we are going to be sending out an annual sponsorship program that will allow companies to sponsor the Northwest Chapter for a year with benefits that include their logo on the NEWH Northwest home webpage, recognition at every event, free admission, etc. We are excited to launch this and hope that it proves to be more successful in getting the sponsorship needed without hassling vendors every month.

We are also in coordination with a few hotels in the Seattle area to nail down a date for the Regional Tradeshow this August 2011. We want to incorporate a CEU in the morning of the tradeshow to draw crowds in earlier, as well as to raise the attendance from the last few years.

Kristen will be heading up the beginning stages of the Sustainable Conference- planning the framework.

**Scholarship**

This year, we gave out a \$5,000 scholarship to a talented design student at the Art Institute of Seattle- Ms. Fanny Idoux; originally, from France, she has excelled at AIS and will be graduating in Spring 2011 with Honors, showcasing an amazing portfolio that exhibits amazing talent that will launch her successfully into the design community.

**Fundraising**

Our annual fundraising event is the Casino Golf Tournament. However, we have not been in the black. This year, we need to lower our event costs and raise the door fees.

**Issues that your chapter would like help**

We are in need of a popular CEU to draw attendance from the design community into the tradeshow this year. A few years ago, we through a Sustainable CEU that had a terrible show of 15 people and we want to avoid a cliché or over-used subject. Color theory or trend seemed to be a good choice with the Board, but need help in finding a contact that would be willing to speak.

## rocky mountain

**Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **NO REPORT SUBMITTED**

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## san diego + orange counties

**Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **NO REPORT SUBMITTED**

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## san francisco bay area

**Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Leigh Mitchell**, Delegate

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**Membership**

Membership clicked along at a great pace during 2010. We started the year at 54 members and ended 2010 with 106.

I believe our success has been a combination of factors – better check in and name tag assignments, better follow up about membership after events, interesting programs, and

the fact that our president is with a high profile firm and has done a great job of personal communications following events. We have also made a concerted effort to make sure the cost of membership comes across as a good value. Most of our events have a charge for non-members, membership attends free, and we've been able to have free drinks at some networking events.

We hope to retain our current membership and grow to 125. In addition, since we have money for scholarships from our fundraising event, we have made it a goal to focus on student involvement. We currently have 12 student members and would like to grow this to 25. We have added a student member to the board for additional input and guidance.

### **Programming**

We have been successful with holding a monthly meeting on the first Tuesday of every month. Even with the calendar challenges (many of these Tuesdays fall after a major holiday), we have had consistent turnout. We alternate our meetings with networking and programming. Our membership drive was Feb 2010 where we had a designer walk us through a hotel renovation that he had done at the Claremont hotel – great turnout and very interesting topic. Other events including a talk by Tom LaTour of LaTour Signature Group, A Panel Discussion of Industry Experts, Our Chartering Event, Artist Presentation at Art Brokers, and our Fundraising Event – see below.

In preparation for 2011, the board held a strategic planning session. We defined our Mission Statement, did a SWOT analysis, and outlined goals, objectives and proposed our events calendar. Our Membership Drive will be held at the new Restoration Hardware store in the design district in San Francisco. Fittingly our Membership Chair – Lauren McNamara – works there and it promises to be a very well attended event. Lauren has also arranged for famous jewellery designer Hutton Wilkinson to speak at an event. We also plan to bring back a panel for a State of the Industry discussion, capitalize on the great reviews of our

Wine by Design event by doing it again, and adding an event focus on Contracts and Legal Issues. We have also identified fun networking locations that fit our 2011 motto to “Celebrate the Bay”.

We have been successful with sponsorships for our events, but want to try to do a better job of garnering sponsorships and giving them recognition for their support.

### **Scholarship**

We plan to award our first scholarship later in 2011. We are conversations with the Hotel Association regarding the process. We have discussed distributing scholarships for \$4000.

### **Fundraising**

Our very first fundraising event was a huge success!! We raised over \$17,000 at our Wine by Design event. We were able to collect over \$\$\$ in sponsorships and sold 111 tickets. The event consisted of a cushy bus ride to the wine country where the day consisted of three stops. Maisonry – a gallery focused on design and wine, lunch at the LaTour vineyard and wine and chocolate at St. Clemont vineyard. At lunch we gave away raffle prizes and swag bags. Beautiful passports were produced, as well as a tickets and a video for the bus ride. I have to say the weather was spectacular and the day was enjoyed by all! We've had tremendous positive feedback.

### **Other Chapter Highlights**

We are adding a Communications Chairperson. This should help us with timely notices of our monthly events, as well as keeping our website communications up to date. We will also see about expanding our exposure into Social Media.

We would like to add a Sustainability Hospitality Chairperson and focus on increased awareness and organize a program focused on sustainability.

### **Issues that your chapter would like help**

We are always open to what is working in programming and we have talked about doing a year-end awards ceremony that we've never done before.

## **south florida**

### **Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Lisa Ghai**, Delegate

### **Membership**

NEWH South Florida currently has 229 members, of which 42 are students. We anticipate some challenges in annual renewals due to the slow economic recovery.

### **Programming**

This year, we will be repeating several events that were great successes in 2010, including Green/Sustainable Products showcases in Dade and Broward counties during the summer; and our soon-to-be-famous “Design a Magic Wand” community service event in October. Our first event of the year is a CEU blitz scheduled for January 29<sup>th</sup>. With a limit of 70 attendees, we have already sold out the event and begun a wait list! If there is sufficient demand, we may add another session of the two-hour Florida code course.

### **Scholarship**

We will once again award our scholarships at an Industry Round Table dinner event in April. Last year's event coordinators, Laurie Woliung (VP Development) and Larry Weiner, have kindly agreed to repeat their roles in planning this event and we anticipate another smashing success with participation from many local and national hospitality executives. Lorraine Bragg has taken on the direction of the

Scholarship committee in addition to serving as Past President/ Parliamentarian this year.

### **Fundraising**

Our annual Bubble Bash fundraiser, held in conjunction with HD Boutique on September 14, 2010, was greatly enjoyed by all and the “Casino” theme was well received. To our disappointment, attendance did not meet projections as we did not receive the last-minute participation that we had hoped for from show attendees. While we did not realize the expected revenue, we nonetheless consider it a success because of the exposure that the event provided for our chapter.

The second annual SOFHIE (South Florida Hospitality Industry Excellence) awards have added a new dimension of interest and we look forward to seeing more exciting project nominations for the SOFHIEs in 2011. We may in fact consider re-branding the Bubble Bash as “the SOFHIEs” to give our annual fundraiser a fresh new look this year.

### **Other Chapter Highlights**

Our board this year is a great mix of returning directors, experienced former board members, and first-time

**Issues that your chapter would like help**

- Understanding the financial reports and reconciling against

- our records
- Direction and help with our new “Web Master” position.
- Retaining members and encouraging new membership – challenged by the economy and competing organizations

## sunshine

**Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it’s chapters are a business

submitted by: **Dina Belon**, Delegate

**Membership**

The SUNSHINE Chapter’s membership is very healthy. We have 269 members with 32 of them students. We are as a chapter providing a discount this year for renewing members if they renew prior to December 31<sup>st</sup>, they will pay \$125, new members and after December 31<sup>st</sup> the membership is \$140. The chapter has a goal for 2011 to increase our membership to 280 total members

**Programming**

Sunshine continues to hold well attended networking sundowners. The December Sundowner was our Toys for Tots event sponsored by HGSTRIKER Hospitality Group and the turn-out was fabulous with an amazing amount of toys taken away by the Marines that attended. It was also a wonderful gesture by our host facility (Flemings) to provide both of the marines’ dinner that night. Our next event is our regularly scheduled monthly Sundowner which will be held on January 5<sup>th</sup> and we will be promoting the tradeshow and leadership conference.

**Scholarship**

The Scholarship committee reviewed the student submissions in October and the students were awarded their scholarships at the Scholarship Awards Gala on November 19<sup>th</sup>, 2010 at the Citrus Club in Downtown Orlando. \$10,000 was awarded to FIVE recipients. The theme of this event was “Shaken Not Stirred.” For all of you James Bond fans, think of it as a Casino Royale evening.

We had a cocktail party style event, not a sit down dinner. With the casino tables including Blackjack, Texas Hold-Em Roulette, and Poker. Each guest was given “funny money” to play the games with and donations could be made to purchase more “funny money” to bring up the ante. At the end of the evening everyone redeemed their “funny money” for prize tickets. The prize tickets were used for a chance for different raffle items. Everyone put the prize tickets in buckets in front of each raffle item, the more prize tickets you had the more of a chance to win.

**Fundraising**

The Gala committee held an absolutely wonderful event downtown Orlando at the private social club, Citrus Club, on November 19<sup>th</sup>. Fun was had by one and all, and \$10,000 was awarded to FIVE scholarship recipients.

**Other Chapter Highlights**

For the first time ever the NEWH Regional Tradeshow and Leadership Conference are being held together January 13<sup>th</sup> - 16<sup>th</sup> in Orlando at the Loews Royal Pacific Universal Studios. The event will be a wonderful one for the local area as well as all of the attendees that will be coming to our fair city the theme is “CATCH THE WAVE”. Come out of the cold and join us in the Sunshine State.

We had a planning and pass the gavel dinner for the 2010 and 2011 board; planning of our objectives for 2011 and thanking the outgoing board members that were retiring.

## toronto

**Job Purpose**

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it’s chapters are a business

submitted by: **Susan Burnside**, Chapter President

**Membership**

The TORONTO Chapter’s membership continues to grow slowly. We now sit with 104 members, including students. We thank Margarita Ocampo for her work on the 2010 board and welcome Scott Pope to the board as the Membership Chair (and Secretary) for 2011.

**Programming**

The TORONTO Chapter has had several events since August including:

- 5th Annual Golf Tournament at the end of August,
- IIDEX guest speaker David Mahood in mid-September
- The Global Group showroom tour in October
- The Thompson Hotel Tour and Sundowner in November

This last event at The Thompson was extremely well attended with over 110 RSVPs. All the hype that has been generated in Toronto (and everywhere else for that matter) about the opening of this hotel brought a huge crowd out. Hopefully this event will have generated more awareness of NEWH Toronto and that in turn will result in many new members for our Chapter.

We thank Meredith Whipp, who will now take on the roll of Treasurer for 2011, for all her hard work on the 2010 board and welcome Susan Forint to the board as the Program Chair (and Marketing Chair and Delegate) for 2011.

**Scholarship**

In November of this year Sara Treiguts and Chris Tucker participated in the Ryerson Scholarship night, hosted by Maraham Fabrics in Toronto. Over course of last year, vendors in Toronto participated in a “lunch and learn” program at the Ryerson School of Interior Design. Each vendor donated \$250.00 and presented a short talk on their products to the students. NEWH Toronto was able to present a \$1000.00 scholarship to student Kevin Chan. Ryerson has asked us to commit to this Scholarship program for the next 5 years.

We welcome Manuela Kennedy to the Board for 2011 as our Scholarship Chair (and Fundraising Chair). She will begin in January to set up the committee and establish the schedule for visiting the schools and distributing the Scholarship Application Packages. We have decided to move the awarding of the Scholarships to the fall so that the students receiving the money will see the benefits of it immediately during the

current school year. The scholarship team & programming team will work together to plan an exciting event in the fall where the scholarships will be presented.

### Other Chapter Highlights

The 2011 TORONTO Board of Directors:

- Past President – Sara Treiguts
- President – Susan Burnside
- Treasurer – Meredith Whipp
- Secretary – Scott Pope
- Executive Advisor – Chris Tucker
- Delegate – Susan Forint
- Membership – Scott Pope
- Programming – Susan Forint
- Fundraising – Manuela Kennedy
- Scholarship – Manuela Kennedy
- Sustainability – Diane Neville

- Borrowing the idea from the Sunshine Chapter, we created our own Membership Survey and it was sent out in

September. The participation was very low – 8 members. Once the New Year is underway, I would like to see it sent out again and hopefully we will get better participation and feedback which will assist our committees in providing the members with great events that they will want to attend.

- We are going to attempt to begin a quarterly newsletter for the membership which will just recap events, identify and introduce new members to the chapter and provide a space for industry news that affects the membership.
- We are trying to keep our Facebook page up-to-date with events and pictures. Not very many Toronto Chapter members appear to be following the Facebook page. Hopefully with the launch of the new website, everything will be tied together and the “social-media bug” will invade Toronto.
- Board Training is scheduled for 2 nights in January following the Leadership Conference

## united kingdom

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **NO REPORT SUBMITTED**

## vancouver

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **NO REPORT SUBMITTED**

## virginia

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by:

## washington dc metropolitan

Job Purpose

- Act as the liaison between their NEWH Chapter and the NEWH, Inc. Governing Board
- Ensure Chapters understand that NEWH, Inc. and it's chapters are a business

submitted by: **Carol Ranno**, Delegate

### Scholarship

We had 19 total applications, below you will find our 6 winners and the amounts awarded:

- Kathleen Brown - Univ. of Delaware - Hotel, Restaurant & Institutional Mgmt. - \$3,000
- Katherine Gatewood - L'Academie de Cuisine - Pastry Arts - \$3,000
- Laura Cannaday - George Washington Univ. - Master of Tourism Admin. - \$1,500
- Morgan O'Brien – A. A. Community College - Culinary Arts & Hospitality Business Mgmt. - \$3,000
- Richard Villalon - George Washington Univ. - Interior Design - \$3,000
- Kahtat (Chris) Liang - Montgomery College - Hospitality Mgmt. - \$1,500

### Membership

Despite the state of the current economy our chapter was able to continue to grow in membership size as well as add a record number of Chapter Level Business Memberships.

Current membership totals are included below:

Corporate Partner Courtesy Members:	1
Chapter Level Business:	7
Chapter Business Courtesy Members:	14
Chapter Business Members:	4
Education Professional:	6
General:	100
Associate:	47
Student:	85
TOTAL MEMBERSHIP:	267

### Sustainability

2010 was probably our most successful year in terms of bringing sustainability to the forefront of our events and functions. The sustainability committee coordinated a hotel

tour of Washington DC-area's first LEED GOLD hotel (the Courtyard by Marriott in Chevy Chase). Also organized during that event was a CEU session focused on green materials to the hospitality industry. The committee also interviewed industry experts and presented an article in our chapter newsletter. Furthermore, one of our newest members is the hospitality representative for the USGBC.

#### **Hospitality**

The Hospitality committee was responsible for servicing potential new clients at our trade show and events and implemented a "sign-up on the spot" strategy by using a laptop with a dedicated internet connection to the NEWH application site. The committee also help with the coordination of "spreading the word" with the launching of the chapter's LinkedIn profile page and facebook page.

#### **Fundraising**

Our original fundraiser was postponed from May due to low interest. It was a hard decision to make to move it but in "lessons learned" it is best to change or cancel an event than to lose money. However, our patience was rewarded- Hilton Corporate asked that we do the event in the hotel next to headquarters and we morphed the event into a holiday gala/fundraiser. We had over 80 attendees. A silent auction was added to the mix, with over 30 items auctioned. Our net profit is still being tabulated but it was over \$6000. A great ending to a challenging year.

As we are not having the Trade Show in 2011, we are looking at two smaller fundraisers for 2011: possibly the Gold Cup in early May – to be determined in our January Board meeting, and a golf tournament in the fall. This golf tournament would be one that folks would play in and we would have other events surrounding the tournament for those that are not golf players.

We are very excited to be doing the Trade Show again in the Spring of 2012 and will begin negotiations to land a venue

for the show in March of 2011.

#### **Programming**

the highlight of our programs was the "State of the Hospitality Industry" event in June, which was discussed in our IBOD report in the August report. We had a small event in November at a downtown restaurant, which was more of a happy hour event as our main thrust was the gala/fundraiser, discussed above in the Fundraising report.

#### **Community Service**

Every December, our community service group does a Christmas party for St. Ann's, a children's home in NE Washington DC. Sister Mary, who runs the facility, is so thrilled that we have such an outpouring of donations from NEWH members and Friends of NEWH. One of our co chairs is described by Sister Mary's as her "Jewish angel". As always, the hard work of our co-chairs resulted in so many gifts that a small U-Haul had to be rented to carry the gifts. The Day of Beauty that was done in the beginning of the year will be done again in 2011, as well as shoeboxes for soldiers and the St. Ann's Christmas party.

#### **Web Communications**

We have a chair on board to work with Inc. to add items to our Chapter page as well as add to our Facebook page. We will continue to do a newsletter but it will be done with software in house and will be a more informal and smaller newsletter that will come out more often than the three or four times a year we have been doing the larger newsletter.

#### **Things we need help with**

We are still not clear on the role of the Web Communications chair vis-a-vis the NEWH website but hope that those of us attending the IBOD and the Leadership Conference will come back with a better understanding of what needs to be done on a Chapter level



Addendums

Addendum 1

Motion to approve 2011 Budget

**NEWH Board of Directors Motion Form**

Date:

Motion Number: 1

I, Judy Regan, move the 2011 Budget be approved as presented

Motion seconded by: \_\_\_\_\_

Motion is stated and thrown open by the chair for discussion.

Notes on discussion:

Discussion being finished, or “previous question” being called for, motion is put to vote.

VOTE COUNT:

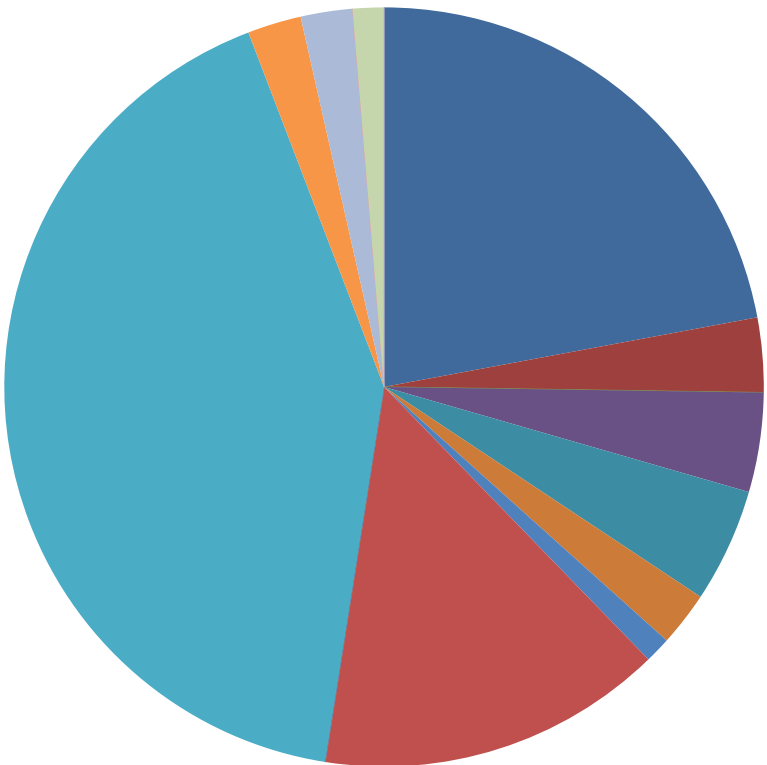
YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:  Defeated:

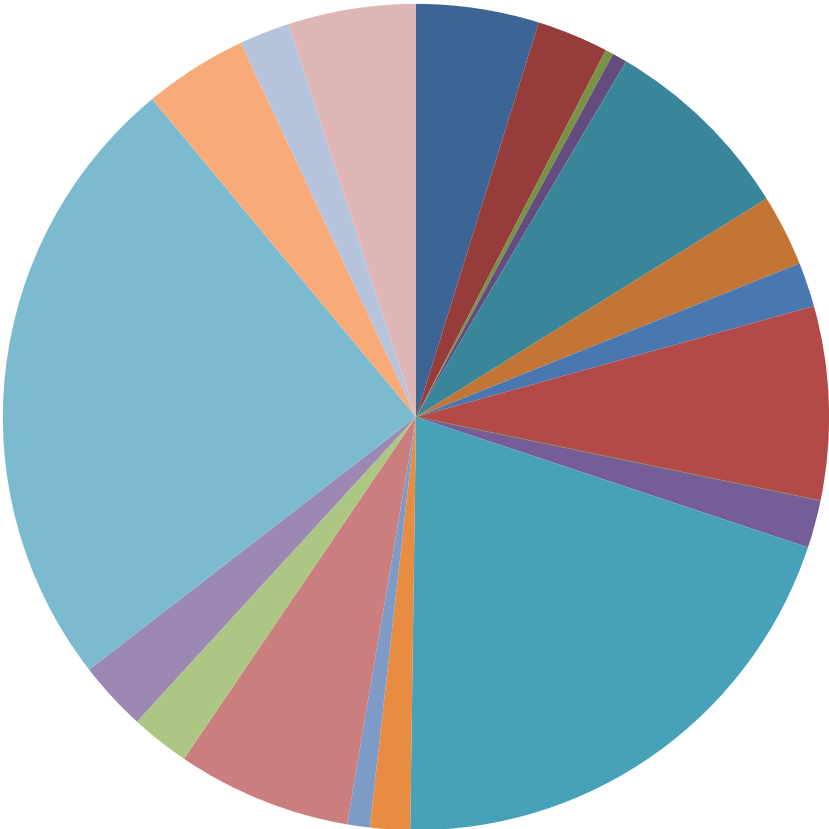
*Motion to be written on this form by the person making the motion and given to the Secretary for completion. This form is then to be attached to the minutes and made part of the permanent record.*

# INCOME



- CORP PARTNER
- EDUCATION
- ENDOW
- FUNDRAISING
- LEADERSHIP CONFERENCE
- MAGAZINE
- MARKETING
- MEMBERSHIP
- MISC
- PHONE/EMAIL
- REGIONAL TRADESHOWS
- SUSTAINABILITY
- TRADESHOWS
- TRAVEL
- WEBSITE

# EXPENSE



- CORP PARTNER
- EDUCATION
- ENDOW
- FUNDRAISING
- LEADERSHIP CONFERENCE
- MAGAZINE
- MARKETING
- MEMBERSHIP
- MISC
- PHONE/EMAIL
- REGIONAL TRADESHOWS
- SUSTAINABILITY
- TRADESHOWS
- TRAVEL
- WEBSITE
- LEGAL/ACCTING/INSURANCE

Addendum 3

Motion to approve 2013 Leadership Conference location

### NEWH Board of Directors Motion Form

Date:

Motion Number: 3

I, Mark Huntsinger, move that the 2013 Leadership Conference be held in San Francisco, on or about January 11-13, 2013, pending availability of a suitable venue for that date

Motion seconded by: \_\_\_\_\_

Motion is stated and thrown open by the chair for discussion.

Notes on discussion:

Discussion being finished, or "previous question" being called for, motion is put to vote.

VOTE COUNT:

YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:  Defeated:

*Motion to be written on this form by the person making the motion and given to the Secretary for completion. This form is then to be attached to the minutes and made part of the permanent record.*

Addendum 3  
Regional Tradeshow Master Spreadsheet



		2004	2005	2006	2007	2008	2009	2010	2011	total net profit for NEWH, Inc.	average profit per show
<b>Atlanta</b>	Income							116,255.00			
	Expense							49,558.66			
	Chapter Percentage							26,678.54			
	NEWH, Inc. profit							<b>40,017.80</b>		<b>40,017.80</b>	<b>40,017.80</b>
<b>Dallas</b>	Income	94,000.00		96,290.00		85,591.00		150,620.00			
	Expense	31,769.38		29,046.13		31,515.83		48,386.89			
	Chapter Percentage	24,959.05		25,155.46		21,039.88		40,893.24			
	NEWH, Inc. profit	<b>37,271.57</b>		<b>42,088.41</b>		<b>33,035.29</b>		<b>61,339.87</b>		<b>173,735.14</b>	<b>57,911.71</b>
<b>Chicago</b>	Income								-		
	Expense								-		
	Chapter Percentage								-		
	NEWH, Inc. profit								-	-	-
<b>Greater New York</b>	Income							176,810.00			
	Expenses							79,194.19			
	Chapter Percentage							39,046.32			
	NEWH, Inc. profit							<b>58,569.49</b>		<b>58,569.49</b>	<b>58,569.49</b>
<b>Los Angeles Founding Chapter</b>	Income						112,472.50		-		
	Expense						52,567.12		-		
	Chapter Percentage						23,962.15		-		
	NEWH, Inc. profit						<b>35,943.23</b>		-	<b>35,943.23</b>	<b>35,943.23</b>
<b>North Central</b>	Income					59,351.00			-		
	Expense					33,943.48			-		
	Chapter Percentage					10,163.01			-		
	NEWH, Inc. profit					<b>15,244.51</b>			-	<b>15,244.51</b>	<b>15,244.51</b>
<b>Northwest</b>	Income				42,197.50		54,120.00		-		
	Expense				18,510.19		24,749.31		-		
	Chapter Percentage				9,001.18		11,718.28		-		
	NEWH, Inc. Profit				<b>14,686.13</b>		<b>17,652.41</b>		-	<b>32,338.54</b>	<b>16,169.27</b>
<b>Orlando</b>	Income						106,432.00		-		
	Expense						38,880.01		-		
	Chapter Percentage						27,020.80		-		
	NEWH, Inc. Profit						<b>40,531.19</b>		-	<b>40,531.19</b>	<b>40,531.19</b>
<b>Denver</b>	Income							70,395.00			
	Expense							30,887.01			
	Chapter Percentage							15,803.20			
	NEWH, Inc. Profit							<b>23,704.79</b>		<b>23,704.79</b>	<b>23,704.79</b>
<b>Southern Counties</b>	Income		68,396.75								
	Expense		44,664.35								
	Chapter Percentage		9,348.32								
	NEWH, Inc. Profit		<b>23,732.40</b>							<b>23,732.40</b>	<b>23,732.40</b>
<b>Washington DC Metro</b>	Income	69,960.00	61,124.00	81,715.00	104,761.10	112,290.00	120,830.00	149,165.00			
	Expense	31,877.94	36,668.94	33,124.74	41,894.84	40,770.89	50,834.10	59,596.06			
	Chapter Percentage	15,904.89	9,060.94	20,991.40	23,693.71	27,292.41	27,998.36	35,827.58			
	NEWH, Inc. Profit	<b>22,177.17</b>	<b>15,394.12</b>	<b>27,598.86</b>	<b>39,172.55</b>	<b>44,226.70</b>	<b>41,997.54</b>	<b>53,741.36</b>		<b>244,308.30</b>	<b>34,901.19</b>

Addendum 5

NEWH Scholarship Schools

**SCHOLARSHIP SCHOOLS**

<b>SCHOOL</b>	<b>AMT AWARDED</b>		
Academy of Art University	1,500.00	Florida International University	39,000.00
Albuquerque Technical Vocational Institute	1,000.00	Florida Metropolitan University	2,250.00
Alexandria Technical College	1,500.00	Florida State University	17,250.00
Algonquin College	1,000.00	Fullerton Community College	1,000.00
American College for the Applied Arts	20,350.00	Georgia Institute of Technology	4,350.00
American College of Business	7,000.00	Georgia Southern University	25,750.00
American Intercontinental University	7,500.00	Georgia State University	7,500.00
Anne Arundel Community College	3,000.00	Glendale Community College	2,350.00
Arapahoe Community College	2,500.00	Gnomon School of Visual Effects	1,250.00
Arizona Culinary Institute	500.00	Golden Gate University	2,500.00
Arizona State University	6,850.00	Guelph University	1,000.00
Art Center College of Design	28,050.00	Harrington College of Design	37,500.00
Atlanta Intercontinental University	2,000.00	Houston Community College	3,000.00
Auburn University	5,250.00	Hudson County Community College/Culinary Arts	3,500.00
Austin Community College	2,000.00	Indiana State University, Terre Haute	2,000.00
Baylor University	1,000.00	Interior Designers Institute	22,600.00
Bellevue Community College	1,000.00	International Academy of Design & Technology	40,000.00
Berkeley College	1,500.00	International Academy of Merchandising/Design	5,000.00
Berry College	9,000.00	International College of Hospitality	2,000.00
Boston University	6,500.00	Iowa State University	3,500.00
Brenau University	3,000.00	ITT Technical Institute	1,500.00
Brooks College	10,000.00	Ivy Tech State College	3,000.00
Brown College	3,000.00	Johnson & Wales University	12,650.00
Buffalo State College	9,000.00	Kansas State University	3,700.00
California College of the Arts	1,000.00	Kendall College	1,000.00
California School of Culinary Arts	10,000.00	Kent State University	2,000.00
California State Polytechnic University - Pomona	131,750.00	Kingwood College	1,500.00
California State Polytechnic University-San Luis O	2,000.00	L.A. Trade Tech College	2,000.00
California State University - Long Beach	47,500.00	L'Academie de Cuisine	22,300.00
California State University – Northridge	7,500.00	Lake Washington Technical College	1,000.00
Canisius College	4,500.00	Le Cordon Bleu College of Culinary Arts	24,500.00
Central New Mexico Community College	3,000.00	Lexington College	6,500.00
Central Washington University	1,000.00	Lincoln College of Technology	500.00
Chattahoochee Technical College	1,000.00	Lincoln Culinary Institute	2,000.00
Cheyney University	2,000.00	Long Beach City College	6,850.00
Clarkson University	2,000.00	Long Beach State	1,000.00
College of DuPage	1,000.00	Los Angeles Trade Tech	5,000.00
College of Southern Nevada	4,000.00	Louisiana State University	1,750.00
Colorado Institute of Art	1,400.00	Lynn University	2,500.00
Colorado State University	30,900.00	Marriott Hospitality Charter	1,800.00
Columbia College	15,000.00	Maryland Institute College of Art	5,500.00
Community College of Southern Nevada	15,300.00	Marymount College	11,500.00
Contra Costa College	2,000.00	Marymount University	10,000.00
Corcoran College of Art & Design	6,000.00	Mercyhurst College	14,500.00
Cornell University	62,500.00	Mesa Community College	250.00
Cornish School of Arts	2,000.00	Metropolitan State College of Denver	3,400.00
Culinard	500.00	Miami Dade College	2,500.00
Culinary Institute of America	36,000.00	Miami International University of Art & Design	2,000.00
Dakota County Technical College	2,000.00	Michigan State University	5,000.00
Delaware School of Hotel Management	2,000.00	Monroe Community College	15,500.00
Design Institute of San Diego	13,000.00	Montgomery College	33,800.00
Drexel University	27,000.00	Morrisville State College of Agriculture and Techn	4,000.00
East Los Angeles College	2,000.00	Mount Ida College	1,000.00
Eastern Michigan University	3,500.00	Mt. San Antonio College	1,000.00
El Centro College	20,000.00	Nesbitt College of Design Arts	2,000.00
Endicott College	2,000.00	New England Culinary Institute	500.00
Everest University	500.00	New England Institute of Technology	1,000.00
Fairleigh Dickenson University	8,000.00	New England School of Art & Design	2,250.00
Fashion Institute of Design & Merchandising	18,000.00	New Mexico State University	1,500.00
Fashion Institute of Technology	7,000.00	New School of Architecture	1,000.00
Fashion Institute of Technology/SUNY	15,000.00	New York City College of Technology	15,000.00
Florida Culinary Institute	1,000.00	New York Institute of Technology	17,500.00
		New York School of Interior Design	2,000.00

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New York University	44,500.00	The Art Institute of California, Orange County	3,000.00
Niagara College	4,500.00	The Art Institute of Colorado	7,000.00
Niagara University	12,500.00	The Art Institute of Dallas	24,300.00
North Dakota State University	1,500.00	The Art Institute of Fort Lauderdale	3,000.00
Northern Arizona University	31,200.00	The Art Institute of Houston	27,500.00
Northern Virginia Community College	8,600.00	The Art Institute of Las Vegas	34,500.00
Norwalk Community Technical College	4,000.00	The Art Institute of Phoenix	500.00
Oklahoma State University	3,000.00	The Art Institute of Seattle	11,600.00
Old Dominion University	1,500.00	The Art Institute of Tampa	1,500.00
Orange Coast College	10,000.00	The City College of New York	4,000.00
Orlando Culinary Academy	2,000.00	The Culinary Institute of America	2,500.00
Otis College of Art & Design	3,000.00	The Fifteen Foundation	2,500.00
Oxnard College	13,000.00	The George Washington University	40,800.00
Palm Beach Community College	2,500.00	University of Alabama	1,250.00
Paul Smiths College	15,500.00	University of Arizona	1,000.00
Pennsylvania College of Technology	1,000.00	University of California-Los Angeles	60,000.00
Pennsylvania State University	2,000.00	University of Central Florida	3,000.00
Pikes Peak Community College	3,000.00	University of Central Oklahoma	2,500.00
Pima Community College	500.00	University of Cincinnati	3,000.00
Pratt Institute	1,500.00	University of Delaware	3,000.00
Purdue University	12,500.00	University of Denver	3,500.00
Rhode Island School of Design	1,650.00	University of Florida	20,500.00
Ringling School of Art & Design	17,750.00	University of Georgia	42,880.00
Rochester Institute of Technology	17,000.00	University of Guelph	5,500.00
Rockland Community College	2,000.00	University of Houston - College of Architecture	33,000.00
Roosevelt University-Manfred Steinfeld School	5,000.00	University of Illinois - Chicago	500.00
Rosen College of Hospitality Management	2,500.00	University of Kansas	1,200.00
Ryerson University	12,500.00	University of Kentucky	9,500.00
Saddleback College	2,500.00	University of Las Vegas	5,500.00
Sam Houston State University	250.00	University of Massachusetts	1,500.00
San Diego State University	3,000.00	University of Memphis	1,000.00
San Francisco State University	6,500.00	University of Minnesota	6,000.00
San Jacinto College-Central	500.00	University of Missouri	7,000.00
Santa Barbara City College	1,000.00	University of Nevada-Las Vegas	116,650.00
Savannah College Art & Design	23,750.00	University of New Hampshire	2,750.00
Schenectady County Community College	1,000.00	University of New Haven	3,000.00
Scott Community College	2,000.00	University of North Texas	41,000.00
Scottsdale Community College	15,450.00	University of Oklahoma	7,700.00
Seattle Pacific University	2,400.00	University of Phoenix	1,500.00
Seminole State College of Florida	2,000.00	University of Southern California	3,000.00
Sheridan College	2,500.00	University of Tennessee-Chattanooga	5,500.00
South Puget Sound Community College	1,500.00	University of Tennessee-Knoxville	6,750.00
Southern California Institute of Architecture	46,500.00	University of Texas	1,000.00
Southern College of Technology	1,000.00	University of Texas at Austin	1,500.00
Southern Utah University	2,000.00	University of Texas at San Antonio	2,500.00
Southwest Texas State University	500.00	University of Utah	500.00
St. Louis Community College	3,000.00	University of Washington	2,000.00
St. Phillip's College	1,000.00	University of Wisconsin-Stevens Point	2,500.00
State University of New York At Cobleskill	4,000.00	University of Wisconsin-Stout	5,500.00
State University of New York At Morrisville	6,500.00	Utah State University	3,000.00
Stephen F. Austin State University	6,500.00	UTSA College of Architecture	2,000.00
Swiss Hospitality Institute	2,000.00	Virginia Commonwealth University	5,500.00
Syracuse University	9,500.00	Virginia State University	12,000.00
Teikyo Post University	2,000.00	Washington State University	3,500.00
Texas Christian University	33,300.00	Watkins College of Art & Design	2,500.00
Texas Tech University	1,000.00	Wentworth Institute	2,150.00
The Art Center Design College	1,500.00	Western Illinois University	3,000.00
The Art Institute of California, Los Angeles	15,000.00	Widener University	16,500.00
The Art Institute of Atlanta	17,900.00	Woodbury University	15,000.00
The Art Institute of California - San Diego	500.00		

Addendum 6  
Motion Form

## NEWH Board of Directors Motion Form

Date:

Motion Number:

I,

move to/that

Motion seconded by: \_\_\_\_\_

Motion is stated and thrown open by the chair for discussion.

Notes on discussion:

Discussion being finished, or “previous question” being called for, motion is put to vote.

VOTE COUNT:

YEA: \_\_\_\_\_ NAY: \_\_\_\_\_ ABSTENTION: \_\_\_\_\_

STATUS OF MOTION:

Carried:  Defeated:

*Motion to be written on this form by the person making the motion and given to the Secretary for completion. This form is then to be attached to the minutes and made part of the permanent record.*