

NEWH, INC. GOVERNING BOARD MEETING MINUTES

1 May 2018

Mandalay Bay Convention Center-HD Expo, Islander B | Las Vegas, NV

Executive Committee	Cynthia Guthrie Natalie Sheedy	Fernando Diaz Brittany Johnson	Leigh Mitchell Christine Tucker	Trisha Poole
Board of Directors	Mary Ann Thornam Cindy Andrews Ron McDaniel	Helen Reed Michelle Finn Matt DeShantz	Gretchen Gilbertson Jordan McInturf Michael Smith	Chair: Debbie McKelvey
House of Delegates	Michelle Purcell Tara Herbert James Lyons Anne Hiter Jessica Linden	Heather Scott Melissa Davis Leena Nancy Dawn Larsen-Garner Taylor Hoesley	Katy Clark Karen Rains Nicole Brindle Janine Peluffo Rachael Wilson	Christian Triana Shana McCullough-Downing Leslie Anderson
Chapter Presidents	Shannon Vance	Jennifer Wellman	Morgan Brodey	Jayme Krstich Jennifer Delmas
Steering Chairs	Tyler Toothacker			
Guests	Dallas Bentley Penny McPeak Luke Spink	Tara Witt Louise Ross Anita Khullar	Jessica Keller Megan Markham Vanessa Vaughan	NEWH, Inc. Staff: Shelia Lohmiller Jena Seibel Susan Huntington Nicole Crawford Shaleah Soliven Jenna Tanner Jana Johnson Bess Rosefield Ehmcke Jessica Wasmer Northover William Michael Anna Sveinbjornsdottir Alexandra Jones
Not in attendance	Christine Wasmer Jonathan Young Julia Marks Becca Kundysek Stacy Costa Stacy Rauen Stephano Delorenza Elissa Murry Jonathan Kaler Brandon Brockmiller	Kyla Chambers Natasha Gomez Melissa Knock Amanda Tomlinson Valentina Castellon Anastasia Davis Jennifer Farris Bruce Heins Jen Conley Jodie Johnson	Kacey Sharp Heather Lloyd Alison Gasser Sophia Nguyen Chelsea Lawrence Johanna Malen Angela Reed Miller Nicole Fizzard Monica Meade Kelly Gades	

**Officers and Directors have a vote House of Delegates do not.*

The meeting was called to order by President, Cynthia Guthrie at 12:30 pm. Natalie Sheedy, took roll and a quorum was established. The minutes were presented and a motion was made to approve the 1.18.2018 minutes as presented and was accepted.

MOTION TO APPROVE MINUTES

Date: May 1, 2018

Motion Number: 1

I, Natalie Sheedy, move to approve the 1.18.2018 minutes as presented.

Motion seconded by: Brittany Johnson

VOTE COUNT:

YEA: 9 NAY: 0 ABSTENTION: 0 STATUS OF MOTION: Carried: Defeated:

PRESIDENT – CYNTHIA GUTHRIE

Discussion-Cynthia Guthrie:

- Houston IBOD (low attendance); thank-you to those who could make it
- Definitions of roles and responsibilities
- View handout: organization chart
- The job of NEWH is just that, a job that's very important
- NEWH code of ethics defines your expectations and we ask that you take it seriously
- A positive reflection is needed all around and within the industry
- Accountability and responsibilities need to be maintained
- We greatly appreciate your time and dedication it's what drives NEWH
- Always remember the mission and the job at hand
- House of Delegates is the VP Admin and VP Development on chapter level
- When we approach someone to step up to IBOD positions the VP's are hesitant due to their current level of responsibilities (too much on their plate); leaves us with a small pool of candidates to select from
- We do need to keep a VP as a delegate
- Suggestion to amend the bylaws to add one more person on the IBOD level who can move up to the board of directors
- See motion on page 139 of IBOD packet for further details

Discussion:

- Voting members only (not students)
- Once the IBOD votes to approve the change it is sent out to the membership for a vote
- Timeframe of being off the board allows for opening up the eligibility
- Changes will take effect on 2019 ballot
- Results are taken from simple majority of membership
- Members will have 7 days to vote
- Officers, Executive Committee and IBOD Directors have a vote
- Call Inc. office with questions; share changes with your board

MOTION TO AMEND BY-LAWS

Date: May 1, 2018

Motion Number: 2

I, Trisha Poole, move to change the By-laws:

CURRENT (from By-laws):

5. The Chapter Vice President/Administration and Vice President/Development shall be delegates to the NEWH, Inc. Board of Directors. In addition, each Chapter shall have two delegates. When a chapter’s membership reaches 400 they will be granted a third delegate. The Past President shall hold that delegate position. The Los Angeles Founding Chapter will elect one delegate in addition to the delegate(s) to which it is otherwise entitled. Where a Chapter is in formation the NEWH, Inc. Board may appoint one person from that Chapter to sit as a NEWH, Inc. delegate until an election can be held, that person is usually the Steering Committee Chair. Such an appointment shall not count as a term as a NEWH, Inc. delegate.

PROPOSED:

5. The Chapter Vice President/Administration and Chapter Past President shall serve as the Delegates to the House of Delegates of the NEWH, Inc. Board of Directors. When a chapter’s voting membership reaches 400 they will be granted a third delegate. The Executive Advisor shall hold that delegate position. The Los Angeles Founding Chapter will elect one delegate in addition to the delegate(s) to which it is otherwise entitled. Where a Chapter is in formation the NEWH, Inc. Board may appoint one person from that Chapter to sit as a NEWH, Inc. delegate until an election can be held, that person is usually the Steering Committee Chair. Such an appointment shall not count as a term as a NEWH, Inc. delegate.

NOMINATION PROCEDURES:

The NEWH, Inc. Board of Directors is elected biennially from the seated board members and the members of the House of Delegates. To be eligible for nomination as a Director on the NEWH Board of Directors, a nominee must have served two years as Delegate in the House of Delegates, and if a nominee has served previously as Director, he or she must not have been off the Board of Directors more than five (5) years.

Motion seconded by: Fernando Diz

VOTE COUNT:

YEA: 9

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

VP/FINANCE – FERNANDO DIAZ

Discussion-Fernando Diaz:

- Organization is very financially strong
- Chapters are following the rules
- Signature cards must be completed immediately, do not wait
- Establishing a new type of NEWH membership: Fellows of NEWH (details on page 42 of online IBOD packet)
- Fellows membership committee: Helen Reed, Leigh Mitchell, Fernando Diaz
- Purpose: establish highest level of membership for NEWH; highest honor for any member involved with organization or industry
- Deadline to submit: September 1, 2018
- Individual must have served with NEWH no less than 10 years, shown leadership skills and knowledge
- No more than 20 Fellows will be inducted at Leadership Conference, NEWH will pick up the tab to attend the conference
- Will recognize Fellows at each Leadership Conference (no more than 12)
- Establish a committee; committee will do the voting
- Portal on website where people can nominate Fellows
- Information will go out to chapters after IBOD meeting
- 20 nationwide including international (first come, first serve)

MOTION TO AMEND BUDGET TO ACCOMMODATE NEWH COLLEGE OF FELLOWS

Date: May 1, 2018

Motion Number: 3

I, Fernando Diaz, move to add \$18,000.00 to the 2018 NEWH budget to cover the cost of travel for NEWH College of Fellows nominees. NEWH would be covering airfare and two nights lodging to the NEWH 2019 Leadership Conference, where the nominees would be inducted into the College of Fellows. The committee will nominate no more than 20 NEWH members for this honor. NEWH will reimburse based on receipts or can book flights for nominees.

Motion seconded by: Ron McDaniel

VOTE COUNT:

YEA: 9

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

VP/DEVELOPMENT – LEIGH MITCHELL

Discussion-Ron McDaniel:

- February 7-9, 2019 NEWH Leadership Conference in Miami
- Working on negotiations with venue and space
- Cindy viewed the space and was very pleased
- Factor into your chapter budget this year (travel/conference registration fees); hotel costs will likely fall into 2019 budget
- Consider sending 1-2 scholarship recipients; use scholarship/admin funds to provide student conference pass, airfare, double-occupancy lodging
- Encourage board member attendance
- Chapters can amend their budget to consider the costs for 2018 budget
- Offer (1) free Leadership Conference ticket during your membership drive

PAST PRESIDENT – TRISHA POOLE

Scholarship Stories Video Production:

- We are changing people's lives; boards are changing lives by their efforts
- Thank-you to Trisha for finding a way to showcase students
- We all know what our core mission is; we should always go back to stories like this when explaining what we do
- Scholarship is the core mission
- NEWH Scholarship Stories will continue; growing project
- We need your stories, video footage, images
- Let students tell their story, what it means to receive a NEWH scholarship
- We want to be the number one talent source for this industry
- Recipients receive job offers after their award speeches
- We want to keep people involved; invite past recipients to award at chapter level

BREAK OUT: Group Discussions Overview/Questions

Trisha Poole: Break-Out Sessions:

Select the discipline you need knowledge from for your chapter board or the discipline you wish to share new ideas with

Each group should use their initial scope document with goals/timelines/action plans

Take good notes within your group

We want to see movement and progress after utilizing the goals from each group at the end of the year

1. Finance/fundraising
2. Scholarship/scholarship
3. Education/continuing education, programming
4. Development/membership, conferences, and digital marketing

Breakouts are meant to be a creative brainstorming session

Sessions serve as an opportunity to synergize thoughts together while receiving useful tools to take back to your chapter

Breakouts help to build future programs

Through your session you're making a plan to move forward with for the year

Use handout template to record attendance and report notes from your discussion

Email your notes to Shelia Lohmiller: shelia.lohmiller@newh.org

BREAK OUT: Group Reports

Finance/fundraising:

- Fundraising initiatives at international level
- Bi-annual event; single event all chapters could get involved in
- Look for new avenues of sponsorship
- Look at food and beverage side of industry (celebrity chefs, hotel ownership/brands)
- Connect with contacts through chapters
- Look at wine spirits, beer companies, household names that can bring street credit (not necessarily hospitality related)
- Reach out to your boards to build contacts, firm up concept, determine who we can gain access to

Scholarship:

- Recent revamp to the NEWH scholarship criteria
- Undergrad students can apply after their first year (expanded applicant pool and overall definition)
- Chapters cannot award more than 50% of total scholarship account; balance your accounts and leave funds for reserve
- Get educators more involved with scholarship, at events, or by spearheading scholarship message
- Culinary cook-off, make it a scholarship opportunity
- Leadership Conference; exposes students to other regions/chapters, students can leverage their attendance and options while at the

conference

- Help build Scholarship Stories production; submit stories, video footage
- Need students with a background story, photos at college being awarded, video of awards event, interview with student/family
- Encourage educators to serve on your board, they're great mentors
- Educators can help your chapter and full-time educators receive free NEWH membership
- Have an honorary educator on chapter board, they don't have to attend every meeting but they're there to build a connection and voice
- Holding Inc. level quarterly college calls, started with Penn State; promote our mission, benefits and what students/educators can access through NEWH (events, scholarship, membership, etc.)

Education/Continuing Education/Programming/Sustainable Education:

- Working on NEWH EDonline for junior designers who know little about the high expectations in the work field
- Putting together resources for designers where they can find education on products (user friendly training)
- Letters went out to NEWH Corporate Partners asking for white papers, training videos, CEU's etc.; NEWH will build an online educational library
- Examples of education: adding standards, codes, time savers, how to estimate, how to measure for window treatments, etc.
- We can't expect designers to be experts at everything
- One stop resource for designers, purchasing agents, educators
- Great way to provide value to students and designers
- Breakout session at Leadership Conference: ethics of business (target towards owners, students, purchasing groups, developers, etc.); bring value to the engineering of the product while respecting the manufacturer; keep people on the same page
- Products are becoming a knock off explain copyright facts and how to navigate the process

Discussion:

- Sales reps/manufacturers; reps get glossed over in things we do; can we include them more on the process
- Need more equal involvement, reps need resources also
- Email etiquette, how to represent yourself respectfully at a networking event, how to mentor, best practices for working with different generations, etc.
- Educate designers on the importance of relationships with reps
- Add pointers for reps online (networking 101) respect, handle everyone's time with care

Development, Membership, NEWH Conferences, Digital Marketing:

- Digital marketing: Instagram, Facebook; send chapter passwords to Inc. office
- Read best practices for social media use
- Follow each chapter and NEWH, Inc. page
- Use hashtags and location tags; add to your group of followers, build your overall social media range
- Post 3-4 posts per week
- Northwest built an allotted number of annual social media posts into their annual sponsorship package
- South Florida Chapter created a hashtag member Monday
- Easy content can be shared
- www.canva.com free online tool for design; drag and drop tools (create flyers, newsletters, etc.)
- Community service fundraiser online
- Leadership Conference, February 7th – 9th, 2018 in Miami
- Help us achieve Leadership Conference sponsorship goals
- Lots of events, activities, key note speakers at Leadership Conference
- NEWH Leadership Conference is an international conference and serves as a great opportunity to connect with people and industry professionals from all around the world
- Chapters can send board members, students, past recipients
- Allocate funds for up to 2 students to attend Leadership; use admin or scholarship funds
- Positive outcomes are seen by attending Leadership Conference
- Create raw video footage at chapter level to help build NEWH scholarship stories video project; submit to Inc. office
- Target principals of firms to send staff to RTS as a training day
- Increase designer attendance at Regional Tradeshows and Leadership Conference (understand the value)
- Chapter recognition, what do principals of firms want, what do owners want, how do we explain the value of NEWH
- Recognition brunch on the weekend had great attendance consider weekends as a possibility for your events
- Membership best practices for recruiting members and retaining members
- Work with programming and marketing on best practices so it's a simple set of procedures to keep things moving
- Talked about recognition of members and making new members feel supported and welcome
- Member surveys (after major events); collect and use feedback; easy process reach out to Inc. office

Discussion:

- Poem added to membership section; introduce new members and make new members feel welcome at every event
- South Florida Chapter started a competition to meet 3 new people at events after every board meeting; trying to divert the "clicky" feeling, collect business cards, hospitality chair touches base with them and thanks them for coming; place a sticker on new members' badge for the first few months so people know they are new

INTERNATIONAL RELATIONS | UK – JONATHAN YOUNG

Discussion-Luke Spink:

- Great success with recent events
- Hotel Tour sold out immediately
- Changing up events this year; added an event every month
- Slowly improving membership
- June Fundraiser still planning (roundtable) 8 tables with 8 people at each table; a lot more engagement from designers and suppliers

- TopID event they had over 120 people in attendance; really showed growth for the UK chapter
- Feedback from TopID event was impressive with the value of NEWH being understood and well received

INTERNATIONAL RELATIONS | CANADA – CHRISTINE TUCKER

Discussion-Christine Tucker:

- Regional group in Vancouver growing strong, no problem getting sponsorship or attendance
- Ask for sponsorship, get yourself out there; step-up the levels of sponsorship
- There is value to sponsorship, so put it out there
- Vancouver Region has no desire to change from a regional group; they have great events and are a strong board
- Toronto chapter is in a changing season; every chapter goes through their curve of ups and downs
- Having some issues but working strong on rebuilding
- Focusing on TopID, bringing sponsorship up, making the chapter more of a value to designers, using what NEWH has built for us
- IBOD meetings bring a lot of useful information, not everything works for every chapter, we all go through changing cycles
- Remember there's the Executive Committee, the NEWH, Inc. office; we're all in this together and always there to help
- HOST Milano partnership started last year with 20 NEWH contingents who attended the event (restaurant show in Italy)
- HOST reached out to our membership; association people had to attend the show for 3-days and meet with 5 people
- NEWH will continue our partnership with HOST Milano; next show will be in October of 2019
- Reaching out to chapter delegates; looking for designers, purchasers, ownership need 5 people and HOST has the final say who gets in
- We need your help to bring people in; application will be on the NEWH website
- Must be in restaurant focus business; we'd like to begin with our TopID people
- Reach out to Chris Tucker/Jena Seibel with questions: chris.tucker@tuckerassociates.ca; Jena.Seibel@newh.org

OLD BUSINESS | CYNTHIA GUTHRIE

Old Business-Cynthia Guthrie/Shelia Lohmiller:

- We do some things exceptionally well but some things that are very important get forgotten
- Develop program script (acknowledging Corporate Partners) these people are our lifeline who need and completely deserve recognition
- Great meeting and conversation at Founders Circle last night
- Announcement NEWH events at HD Expo-please attend
- Trudy Craven is a facilitator who worked at Milliken University (education), traveled around the world, has led NEWH's Executive Committee strategic planning for years
- You will truly enjoy Trudy's spirit; she will help by giving chapters' tools to strengthen their chapter
- Trudy will listen to you, has a great sense of humor and will bring information back to Inc./Executive Committee so we'll all understand each other better
- Trudy serves as an opportunity for board members and the overall board to grow both personally and professionally
- See board training schedule: yellow blocks NEWH covers the bill, green blocks NEWH would share some of the costs but the chapter would need to cover Trudy's salary
- Trudy cares about the integrity of the organization and the people themselves; information is broken down as an educational tie in
- Trudy is very hands on, simple, down to earth and excellent at what she does
- Northwest did 1-day board training and 1-day training with Trudy
- Board training is one-on-one going through specific position descriptions and responsibilities very different from Trudy's training
- Very beneficial to have 8 hours set aside
- Trudy has a sincere investment in NEWH; you feel her level of support and vision; the training is well worth it

NEW BUSINESS | CYNTHIA GUTHRIE

New Business-Cynthia Guthrie:

- We've been looking to fill the Director of Fundraising position
- Approached Tara Witt, Toronto Chapter and she has graciously accepted the nomination
- Strategic Planning; a few chapters need to sign up yet please complete (Rocky Mt.)
- The NEWH, Inc. office replied to chapter board reports/chapter questions in the board report; take this information back to your chapter
- Promote attendance for quarterly discipline calls
- Northwest Chapter strategic planning with Trudy Craven report:
- Trudy is wonderful, we were reluctant at first as we liked our previous process, thought she would take away from our good quality time, she enhanced our experience, kept us on task. Trudy kept the mission driver throughout the message, we loved her and she's a great conversationalist. Board meetings since then have been well planned and used. Our office is running better from lessons we learned. Trudy is a huge value as a board member; the training will help you personally and professionally.
- Open years you can request Trudy to come to your chapter if your chapter requests and has available funds
- Thank-you to Milliken for all of the support Trudy provides
- Trudy has agreed to speak at the Leadership Conference

MOTION TO ADJOURN

Date: May 1, 2018

Motion Number: 4

I, Brittany Johnson, move to adjourn the NEWH, Inc. Board of Directors meeting at 4:14pm.

Motion seconded by: Fernando Diaz

VOTE COUNT:

STATUS OF MOTION:

YEA: 9 NAY: 0 ABSTENTION: 0 Carried: Defeated: