

# NEWH, Inc. Board of Directors Job Description and Expectations

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## **NEWH EXECUTIVE COMMITTEE – SECRETARY**

### **Purpose:**

- Record and preserve the business records of the Organization and Ensure all chapters remain in compliance with all public laws governing their activities.
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization's mission and needs.

### **Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

### **Major responsibilities:**

- Take minutes of Executive Committee Conference Calls
  - Have a Master Template for format and attendance
  - Take 30 minutes after each call to complete minutes and distribute via email
- Create a highlight of the minutes of each IBOD meeting and distribute to the NEWH Office for chapter distribution within one week of meeting
  - take quick notes of important topics and motions
  - Email to the NEWH office for distribution to the Chapter Delegates
- Work with the NEWH office to ensure all chapter minutes are received in a timely manner
  - contact NEWH office prior to each board meeting to make sure Chapters are current
  - contact Chapter Secretary for follow up to any concerns
- Work with the NEWH office to ensure all Chapter Annual Reports are filed with each state agency
  - NEWH Office to communicate all updates to Secretary
- Facilitate Conference Calls twice a year with Chapter Secretaries
  - Schedule with NEWH office in January
- Submit a report of goals and accomplishments for NEWH, Inc. Board Meetings 30 days prior to all NEWH, Inc. Board of Directors meetings
  - Template on NEWH website

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:** A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

### **Meetings and time commitment:**

- Oversee the recording and preservation of the business records of the organization
- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to \_\_\_\_ hours
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings
- Attend semi-weekly Executive Committee conference calls
  - 2 hours per call/minutes & distribution, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Conduct quarterly conference call with Secretaries, Presidents and Vice Presidents
  - 1 hour per call

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
  - Reports are due in the NEWH office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Quarterly Chapter Discipline Calls – typically 1 to 1.5 hours

**Accountability:**

- Report to the NEWH Executive Committee
- Submit reports for all IBOD meetings on time
- Submit all special reports and projects on time
- Approval from the Executive Committee is required prior to committing NEWH, Inc. funds, trade-outs and/or barbers

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – VICE PRESIDENT /FINANCE**

**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.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- 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
- Verify that each chapter is in compliance with the financial policies of NEWH, Inc.:
  - Coordinate with NEWH, Inc. staff on reporting of chapter bank accounts, budget submissions and tax filings
- Have an understanding of QuickBooks
- Communicate with the NEWH, Inc. Vice Presidents and Directors on a long term, self-sustaining fundraising plan:
  - Participate in conference calls and webinars of all disciplines to oversee fundraising efforts on behalf of NEWH, Inc.
- Develop a system of quarterly budget analysis for Vice Presidents and Directors:
  - Work with NEWH, Inc. staff and Vice Presidents and Directors
- Act as liaison between NEWH, Inc. Board of Directors and chapter treasurers to coordinate policies and procedures and provide other support to chapters as necessary

- Participate in quarterly conference calls with chapter treasurers and offer assistance, as needed;
- Work with Vice Presidents to set annual budget
- Prior to first yearly Board meeting assist in setting workable budget so annual budget can be approved by Board

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years.

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to three hours
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings
- Attend semi-weekly Executive Committee conference calls.
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Facilitate webinar at the beginning of each year with Chapter Treasurers to explain NEWH’s financial policies and review QuickBooks bookkeeping
- Conduct quarterly conference call with Treasurers, Presidents and Vice Presidents
  - 1 hour per call
- Work with NEWH, Inc. staff, as needed, to prepare reports and review policies.

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
  - Reports are due in the NEWH Office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Director Discipline Calls – Bi-monthly – typically 1 to 1.5 hours
- Quarterly Chapter Discipline Calls – Basically 3 to 4 per year fourth call not needed – typically 1 to 1.5 hours

**Accountability:**

- Report to the NEWH Executive Committee
- Prepare budgets and reports prior to need, as above
- Report to Board of Directors any discrepancies in record keeping
- Verify all chapter treasurers comply with fiduciary responsibilities

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community

- Become familiar with NEWH, Inc. financial, budget and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – VICE PRESIDENT/EDUCATION**

### **Purpose:**

- Oversee all actions of the stated NEWH, Inc. mission of Education and Scholarship
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization's mission and needs.

### **Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

### **\*Major responsibilities:**

- Scholarship – ensure NEWH mission, standards and practices for scholarship and the scholarship application process are followed by the Director of Scholarship.
  - Participate in bi-monthly conference call with Director of Scholarship & Director of Continuing Education
  - Participate in quarterly webinars with Director of Continuing Education, Director of Scholarship and Chapter Scholarship Directors
  - Respond in timely manner to any and all communications from NEWH, Inc., Chapter Directors, Educators and students.
- NEWH Corporate level Scholarships – responsibility for defining, developing standards and implementation of Corporate level Scholarship initiatives
  - ICONS of Industry
- Work with Director of Scholarship and NEWH, Inc. office to maintain proper standards and implementation of the ICONS scholarship competition. Duties include:
  - Yearly review and revision as necessary of application process
  - Timely publication of competition to schools.
  - Working with Director of Scholarship, timely review and judging of all applications and selection of winning student and runner up for the secondary award. Notification to winning students and notification via NEWH Inc. office liaison to non-winning applicants
  - Award of first scholarship at Gold Key Breakfast in November and award second scholarship at Platinum Circle at HD Expo in May
  - Provide for any and all necessary correspondence with schools, students, ICON Honoree and his/her company as necessary
  - Submit articles as necessary to NEWH and/or other publications as necessary
- Vendor Scholarships
- Work with Director of Scholarship in implementing scholarship program/processes for any and all Corporate level Vendor Scholarships.
  - Design Competition – Sustainable Hospitality Design Competition
- Work with the NEWH Sustainable Hospitality Committee and the Director of Scholarship, maintain and administer according to established standards and practices the yearly Sustainable Hospitality Design Competition. To include:
  - Participation in Sustainable Hospitality Committee calls and meetings
  - Formulation of new competition criteria yearly
  - Timely publication of competition to students and educators and provide for avenue of communication to resolve participant questions and concerns during the competition process
  - Assist as necessary in assuring ongoing funding of the competition
  - Judging committee - Yearly acquisition of three professional judges respectively from the design, hotel, purchasing and sustainable communities
  - With Director of Scholarship review all entries as to meeting published criteria and select no more than

- seven finalists to be submitted to NEWH Inc., liaison and the judging committee
- Update judging format as necessary to reflect yearly criteria for use by judging committee
- Oversee that Director of Scholarship and NEWH Inc contacts winning student/school, verification of award event venue and travel for student and school representative to same
- Working with Sustainable Hospitality Committee assist as needed with information to publicize the competition winners in NEWH publications and others
- Continuing Education – work with the Director of Continuing Education to ensure that a strong presence is built for NEWH in the CE arena and that procedures for offering online educational opportunities are researched and implemented
  - Conduct bi-monthly conference call with Director of Continuing Education
  - Conduct quarterly webinars with Director of Continuing Education, Director of Scholarship and Chapter Scholarship Directors
  - Oversee the CEU approval process as administered by the Director of Continuing Education
  - Attend IDCEC meetings when Director of Continuing Education is unable to attend.
  - Provide reports to the Executive Committee on IDCEC meetings and all other affiliated organizations that impact NEWH CEU programming
  - Reach out to vendor community for CEU opportunities that can be offered to chapters.
  - Reach out to the design community in determining CEU programming needs
- Assist the NEWH, Inc. Governing Board in preparing its annual strategy plan with special attention given to issues related to scholarship and education
  - Attend Strategic Planning Retreat
  - Review, agendas, board reports and chapter board reports and remain informed of issues affecting the organization’s scholarship and education mission. Adhere to all budgets as forecasted
  - Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors meetings and be sure Director of Scholarship and Director of Continuing Education submit reports as well
- Serve as requested by the President and Executive Committee in any project directly or indirectly involved with scholarship and education
  - Be informed about the organization’s mission, services, policies, and programs and contribute to ongoing analysis and improvement as necessary
  - Participate in Executive Committee semi-weekly conference calls and Discipline Conference calls as needed
  - Ensure all records and other collateral materials remain the property of NEWH, Inc. and are turned over to successor or to the NEWH, Inc. office

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to three hours
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings
- Attend semi-weekly Executive Committee conference calls
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November

- Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Attend events tied to NEWH Inc., Corporate level scholarship or competition awards
  - ICONS: Gold Key Breakfast – morning event, plus travel
  - FR One Scholarship (Vendor): Platinum Circle – evening event, plus travel
  - Sustainable Design Competition: Green Day (or other) HD Expo luncheon, plus travel
- Conduct bi-monthly conference call with Director of Scholarship and Director of Continuing Education
  - 1 hour per call
- Conduct quarterly conference call with Director of Scholarship, Director of Continuing Education and Chapter Scholarship Directors and/or Presidents
  - 1 hour per call
- Attend Sustainable Hospitality committee meetings as needed and conference calls as needed and individual calls as needed with committee members
  - 4 to 10 hours

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
  - Reports are due in the NEWH office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Director Discipline Calls – Bi-monthly – typically 1 to 1.5 hours
- Quarterly Chapter Discipline Calls – Basically 3 to 4 per year fourth call not needed – typically 1 to 1.5 hours
- For time line please see attached spreadsheet.

**Accountability:**

- Report to the NEWH Executive Committee
- Submit reports for all IBOD meetings on time
- Submit all special reports and projects on time
- Approval from the Executive Committee is required prior to committing NEWH, Inc. funds, trade-outs and/or barbers

**Outside obligations:**

- IDCEC
- Educational Institutions

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

**NEWH EXECUTIVE COMMITTEE – VICE PRESIDENT/MEMBERSHIP**

**Purpose:**

- Oversee the areas of Membership and Expansion for NEWH, Inc.
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization's mission and needs.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Ensure NEWH mission, standards and guidelines are followed by the Directors of Membership and Expansion and communicated to Chapter Membership Directors
  - Set Membership Goals with NEWH, Inc. and Chapter Directors
  - Participate in monthly conference call with Directors of Membership and Expansion
  - Participate in quarterly webinars with Chapter Membership Directors, Presidents and VPs of Development
  - Respond in timely manner to any and all communications from NEWH, Inc., Chapter Directors and Vice Presidents
- Assist the NEWH, Inc. Governing Board in preparing its annual strategy plan with special attention given to issues related to membership and expansion
  - Attend Strategic Planning Retreat
  - Review agendas, board reports and chapter board reports and remain informed of issues affecting the organization's scholarship and education mission. Adhere to all budgets as forecasted
  - Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors meetings and be sure Director of Membership and Director of Expansion submit reports as well
- Serve as requested by the President and Executive Committee in any project directly or indirectly involved with membership and expansion
  - Be informed about the organization's mission, services, policies, and programs and contribute to ongoing analysis and improvement as necessary
  - Participate in Executive Committee semi-weekly conference calls and Discipline Conference calls as needed
  - Ensure all records and other collateral materials remain the property of NEWH Inc and are turned over to successor or to the NEWH, Inc. office

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to three hours
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings
- Attend semi-weekly Executive Committee conference calls
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Attend events tied to NEWH, Inc. as required
- Conduct monthly conference call with Director of Membership and Director of Expansion
  - 1 hour per call

- Conduct quarterly conference call with Director of Membership, Director of Expansion, Chapter Membership Directors, Chapter Presidents and Chapter Vice Presidents of Development
  - 1 hour per call

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Director Discipline Calls – Monthly – typically 1 to 1.5 hours
- Quarterly Chapter Discipline Calls –typically 1 to 1.5 hours

**Accountability:**

- Report to the NEWH Executive Committee
- Submit reports for all IBOD meetings on time
- Submit all special reports and projects on time
- Approval from the Executive Committee is required prior to committing NEWH, Inc. funds, trade-outs and/or barbers

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – VICE PRESIDENT/DEVELOPMENT**

**Purpose:**

- Develop and facilitate methods of generating revenue for NEWH Inc.
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization’s mission and needs.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Generate revenue for NEWH, Inc. with various sponsor partnerships
  - Empower and work closely with Director of Corporate Partners for above and new partnership ideas
  - Monitor Chapter events to assure all Partners, etc. get recognition at events
- Generate revenue for NEWH, Inc. with various fundraising events
  - Develop comprehensive 5 year fundraising plan
  - Empower and work closely with Director of Fundraising for above and new partnership ideas
  - Maintain current Silent & Live Auctions at major tradeshow
  - Seek new ways to incorporate auctions within other industry events or NEWH Regional tradeshow
  - Seek active & passive income generating options & ideas.
  - Monitor Chapter events to assure each follows the IRS guidelines and result in profitable events

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected*

*to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to three hours
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings
- Attend semi-weekly Executive Committee conference calls
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Attend events tied to NEWH, Inc.
- Conduct bi-monthly conference call with Director of Corporate Relations and Director of Fundraising
  - 1 hour per call
- Conduct quarterly conference call with Director of Corporate Relations, Director of Continuing Fundraising and Chapter Fundraising Directors, Presidents and Vice Presidents
  - 1 hour per call
- Founders Circle hosted during HD Vegas. There is preparation work done during conference calls slated for this event. Generally 3-5 hours committed to planning calls. Event duration 3-4 hours
- NEWH, Inc. related Fundraising events such as Silent & Live Auctions hosted during shows in concurrence with IBOD meetings. Auctions schedules vary & do not require attendance for entire duration. It is necessary to check in daily to consult with Fundraising director
- Corporate Partner meet & greet should be done when possible at Trade Show events

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
  - Reports are due in the NEWH Office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Director Discipline Calls – Bi-monthly – typically 1 to 1.5 hours
- Quarterly Chapter Discipline Calls – Basically 3 to 4 per year fourth call not needed – typically 1 to 1.5 hours
- Founders Circle – planning venue 3 months prior and invitations sent 2 months prior

**Accountability:**

- Report to the NEWH Executive Committee
- Projects performance are monitored by IBOD & Executive Committee
- Report submissions are monitored by IBOD & Executive Committee
- Executive Committee meetings and conference call attendance/performance are monitored by Executive Committee
- Financial monitoring done by VP Finance

- Personal accountability – review position obligations to assure meeting various commitments

**Outside obligations:**

- Meetings with potential and current Corporate Partners
- Meetings with various industry related Media
- Meetings with various industry related tradeshow host/promoters
- Meetings with various industry related Conference promoters
- Meetings with various industry related Organizations – BLLA, IIDA, etc.

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – VICE PRESIDENT /MARKETING**

**Purpose:**

- To bring the message of NEWH, Inc. to the hospitality industry in a consistent and unified manner

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

The VP of Marketing works with the Executive Committee to develop the Marketing Plan and directs the Public Relations and Internet Communications Director. This role is responsible for managing all communications, plan activities and build external relationships with the organization's constituencies, including funders and the media. The VP of Marketing will also support the Executive Committee in identifying public policy issues relevant to the organization.

It is the goal of this position to consider the impact and cost of new marketing campaigns and procedures. New long term initiatives should be developed with the intent of NEWH, Inc. facilitating (in partial or total) the campaigns when possible to assure longevity of the programs.

- **Brand Identity and Value**
  - Ensure all initiatives are developed and designed to reflect the organization's overall mission and the message is unified with the goals and objectives of NEWH, Inc.
  - Provide creative support and lead a team as required to develop new NEWH initiatives that will build brand awareness and further promote the mission
  - Assist VP's and Directors when communicating with chapters or negotiating with outside industry representatives to represent NEWH brand value appropriately
  - Direct or manage outside trade sources or consultants if necessary
- **Public Relations**
  - Assist the organization in developing industry and media contacts to advance the public relations campaigns
  - Establish the major channels of public relations activities
  - Manage the public relations activities through an annually updated calendar that targets each public relations effort and identifies deadlines for content to be developed and released
  - Manage and meet with Director of Public Relations on a regular basis to maintain calendar and public relation deadlines.
  - Direct or manage outside trade sources or consultants if necessary
- **Internet Communications and Social Media**

- Work with NEWH, Inc. on an ongoing basis to review the website design and effectiveness of the functions related to promotion, advertising and social interaction
- Review website and internet promotional/advertising functions related to each EC team member's area of management and report to NEWH, Inc. on a quarterly basis
- Assist the organization in developing internet and social media policies/ procedures for chapters that will protect and promote the positive brand image
- Manage and meet with Director of Internet Communications on a regular basis to maintain steady communication and feedback from the chapter level
- Direct or manage outside trade sources or consultants if necessary
- **Publications**
  - Review success and production of the NEWH Magazine with NEWH, Inc. and the outside publication firm as it relates to providing the maximum benefit to the NEWH audience, sponsors and advertisers
  - Provide content to NEWH Magazine that promotes the organization, the members and Corporate Partners
  - Consider the NEWH Magazine publishing and editorial calendar with the overall marketing and PR activities of the organization
  - Provide guidelines and brand direction as it relates to all NEWH, Inc and chapter publications
  - Direct or manage outside trade sources or consultants if necessary
- **Marketing and Promotional Campaigns**
  - Work with all VP and Directors as required when marketing is required for scheduled initiatives
  - Develop and present new creative campaigns that will promote the organization and the mission
  - Seek ways to benefit from Corporate Partners professional marketing campaigns to assist NEWH in reaching a larger audience
  - Direct or manage outside trade sources or consultants if necessary
- **Other**
  - Manage and meet with outside graphic consultant to complete the following:
    - ICON of the Industry Tribute Booklet
    - Regional Trade Show collaterals (as required)
    - HDEXpo and HDBoutique Trade Show collaterals
    - Founders Circle invitations
    - Leadership Conference signage and printed collaterals

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**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to three hours
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings.
- Attend semi-weekly Executive Committee conference calls.
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours

- Attend events tied to NEWH, Inc.
- Conduct bi-monthly conference call with Director of Internet Communications and Director of Public Relations
  - 1 hour per call
- Conduct quarterly conference call with Director of Internet Communications, Director of Public Relations and Chapter Internet Communications and Publications/Public Relations Directors, Presidents and Vice Presidents
  - 1 hour per call

**Timeline:**

- Reference NEWH Inc Marketing and PR Calendar for time sensitive dates

**Accountability:**

- Report to the NEWH Executive Committee
- The Marketing Plan will be reviewed and the success will be evaluated by the Executive Committee in Strategic Planning Meetings
- Surveys or questionnaires of specific events and/or initiatives may be required and will be reviewed to assist in the evaluation of marketing success
- VP Marketing Goals presented in strategic planning and IBOD reports will be reviewed with Executive Committee during Strategic Planning Meetings

**Outside obligations:**

- Contact and meet with outside companies as required developing marketing and gift campaigns
- Contact and meet with media as required developing PR campaigns and trade show partnerships
- Maintain scheduled communication with Corporate Partners and develop strategic alliances with the marketing departments or directors

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – VICE PRESIDENT /EVENTS**

Reporting to the Executive Committee; responsible for delivery of NEWH events on a both regional and national level; work with NEWH Director/Leadership Conference and Director/ Regional Tradeshows to provide events (principally RTS, and bi-annual leadership conference) in a financially sound basis and in line with NEWH goals and objectives.

**Purpose:**

- Develop an action plan to provide events that will benefit the membership of NEWH Inc and enhance NEWH market presence

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Regional Tradeshaw (RTS): ensure NEWH mission, standards and practices for the NEWH RTS are followed by the Director/ RTS
  - Continued development / maintenance of RTS
  - Understanding of RTS model and attendance @ Shows
  - Working closely with NEWH, Inc. & RTS director and individual chapters

- Review of RTS policy and procedure document annually and update as necessary
  - Attendance at as many RTS as viably possible
- Leadership Conference: ensure NEWH mission, standards and practices for the NEWH Leadership Conference and other NEWH events are followed by the Director/ Conferences
  - Present finalized details of bi-annual leadership conference, including location, dates and venue, 18 months prior to event for approval by NEWH, Inc. Board (next Jan 2013)
  - Work with director of Leadership conference and set up steering committee to assist in relevant areas
  - Align with other events / programming: Learn and develop opportunities to partner with alternative media partners, and associated programming for such partnerships
  - Participation in NEWH activities
- Assist the NEWH, Inc. VP/Finance in developing an annual budget for NEWH tradeshow and conferences.
- Assist the NEWH, Inc. Governing Board in preparing its annual strategy plan with special attention given to issues related to tradeshow and conferences
  - Review agendas, board reports and chapter board reports and remain informed of issues affecting the organization's tradeshow and conferences
  - Adhere to all budgets as forecasted
  - Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors meetings and be sure Director of Scholarship and Director of Continuing Education submit reports as well
- Attendance at partner events such as Boutique/HD/NeoCon when viable
- Report on new opportunities (events) that are available to NEWH to both expand its visibility within the industry and generate revenue for NEWH
- Adhere to Conference call schedule to learn more of NEWH and activities and to report on RTS and Leadership Conference business
- Provide written report of goals & objectives prior to board meeting

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May and September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to three hours
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly strategic planning wrap-up meeting with Executive Committee in November
  - 1 day plus travel
  - Preparation three hours
- Attend events tied to NEWH Inc. RTS and Conferences
  - Regional Tradeshow – 5 to 6 per year @ 1 day plus travel for each
  - Leadership Conference – 3 days plus 1 day for setup plus travel
- Attend twice monthly Executive Committee conference calls.
  - 1 to 1.5 hours per call
- Conduct bi-monthly conference call with Chapter Directors
  - 1 hour per call
- Conduct quarterly conference call with Director/Regional Tradeshow, Director/Conferences and Chapter Directors and/or Presidents.

- 1 hour per call

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
  - Reports are due in the NEWH Office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Director Discipline Calls – Bi-monthly – typically 1 to 1.5 hours
- Quarterly Chapter Discipline Calls – Basically 3 to 4 per year fourth call not needed – typically 1 to 1.5 hours
- Activity tends to focus around the timing of Leadership Conference and the (5 or 6) scheduled RTS. Ref NEWH, Inc RTS and leadership conference calendar

**Accountability:**

- Report to the NEWH Executive Committee
- The Events plan will be reviewed and the success will be evaluated by the Executive Committee in Strategic Planning Meetings
- Surveys or questionnaires of specific events and/or initiatives may be required and will be reviewed to assist in the evaluation of event success
- VP Events Goals presented in strategic planning and IBOD reports will be reviewed with Executive Committee during Strategic Planning Meetings

**Outside obligations:**

- Represent NEWH at industry events when requested

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – VICE PRESIDENT/EDUCATION**

**Purpose:**

- Develop and facilitate a program that will bring NEWH, Inc. to the forefront of sustainability in the hospitality industry. The program should increase the visibility/credibility of NEWH, Inc.
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of (name of org) so as to support the organization's mission and needs.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Produce Educational Seminars/Conferences on Sustainability
  - Lead/Advise Sustainable Committee Events Team on concept development
  - Identify target venues, conferences, partners in promoting sustainable hospitality
  - Create unique sustainability programs for NEWH Leadership Conferences
  - Build alliances with other organizations dedicated to sustainable practices
  - Support NEWH regional chapters sustainable topic programming

- Provide leadership inclusive with Director, Sustainable Hospitality, of Sustainable Hospitality Committee
  - Communicate weekly interpersonally as well as through group conference calls
  - Establish roles and responsibilities for entire Sustainable Hospitality Committee
  - Engage in committee strategy sessions and provide committee direction
- Assist with V.P. Scholarship in providing scholarship award for outstanding student effort in sustainable hospitality
  - Assist in establishing cutting edge competition criteria and guidelines for Sustainable Design Scholarship Award
  - Assist in providing funding partners to ensure continuation of scholarship
- Educate greater membership on sustainable hospitality through Internet website
  - Gain Sustainable Hospitality Committee input to produce exceptional educational content
  - Provide pertinent sustainable hospitality articles for NEWH Magazine
  - Attract interest and support of sustainable hospitality practices through Resource Directory information, shared events, carbon offsets, dedicated articles
  - Increase blog activity and interactive experience for online user
  - Stay current with environmental advancements and conference/events
- Support NEWH International Board of Directors sustainable efforts
  - Help commit to “green” meetings principles
  - Assist NEWH IBOD in developing national interest in sustainable hospitality
- Widen the lens of sustainability/greater awareness
  - Expand educational topics to broaden scope of sustainable principles
  - Create awareness of NEWH Sustainable Hospitality in other disciplines

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May and September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to three hours
- Attend semi-weekly Executive Committee conference calls.
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Attend events tied to NEWH, Inc.
  - HD Expo/Sustainable Design Competition: Green Day (or other) week/day event, plus travel.
  - Regional NEWH Sustainable Chapter Events- day event, plus travel
  - NEWH Leadership Conference- (2) day event, plus travel
- Conduct bi-monthly conference call with Director of Sustainable Hospitality
  - 1 hour per call
- Conduct quarterly conference call with Director of Sustainable Hospitality, Chapter Directors of Sustainable Hospitality and/or Presidents.
  - 1 hour per call
- Conduct Sustainable Hospitality committee meetings as needed and conference calls as needed and individual calls as needed with committee members
  - 10-20 hours

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Director Discipline Calls – Bi-monthly – typically 1 to 1.5 hours
- Quarterly Chapter Discipline Calls – Basically 3 to 4 per year fourth call not needed – typically 1 to 1.5 hours

**Accountability:**

- Report to the NEWH Executive Committee
- Submit reports for all IBOD meetings on time
- Submit all special reports and projects on time

**Outside obligations:**

- Hospitality Design- Sustainable Hospitality Events, Presenter
- IIDEX/ NeoCon/NEWH National and Chapter Sustainable Topic Presenter
- USGBC/GreenBuild, attendee

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – VP/INT’L RELATIONS CANADA**

**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.
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization’s mission and needs.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**Major responsibilities:**

- Represent the NEWH Incorporated mission Canada wide
  - Work with Canadian Chapters and membership to ensure their knowledge and understanding of NEWH
  - Ensure By Laws and Protocols of NEWH, Inc are followed
  - Facilitate growth of NEWH in Canada
  - Build on Corporate Partners in Canada
  - Understand organization’s mission statement
- Promote NEWH in Canada
  - Introduce NEWH to Canadians
  - Potential partnerships and networking with other associations
  - Marketing opportunities within the Canadian Media
  - Increase visibility and credibility of NEWH
  - Build opportunities for Canada with USA and UK partners

- Act as Liaison between International Board of Directors and NEWH Canada, Inc. BOD
  - Communication between Canadian Chapters and NEWH, Inc BOD
  - Develop best practices and structure for International Chapters of NEWH
  - Be an advocate for concerns from Canadian membership
  - Present challenges or concerns to International Board
- Overview all Legal and Financial Activities
  - Review legal documents ensuring compliance with Canadian / US laws
  - Review year end financials
  - Ensure all annual Canadian Federal and Provincial requirements are filed
  - Monitor Banking activities to ensure they are within NEWH bylaws and procedures
  - Answer any questions and concerns

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Time Commitment is 4 hour EC meeting and 5 hour IBOD meeting
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings
- Attend semi-weekly Executive Committee conference calls
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Attend events tied to NEWH, Inc.
- Attend Bi Annual International Leadership Conference – Time Commitment 4 days
- Ensure that corporate tax return is filed within the first 6 months after the corporate year end

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
  - Reports are due in the NEWH Office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Quarterly calls with Canadian Chapter and Regional Group Board of Directors

**Accountability:**

- Report to the NEWH Executive Committee
- Report at IBOD meetings to the International Board of Directors
- Present to Canadian Chapters the NEWH mission and goals

**Outside obligations:**

- Canadian Chapter Board Meetings
- MMPI partnership development and interaction

- IDC Interior Design of Canada Association partnership

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – VP/INT’L RELATIONS UNITED KINGDOM**

**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.
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization’s mission and needs.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**Major responsibilities:**

- Represent the NEWH Incorporated mission within the European Union
  - Work with European Chapters and membership to ensure their knowledge and understanding of NEWH
  - Ensure Bylaws and Protocols of NEWH, Inc. are followed
  - Facilitate growth of NEWH in the European Union
  - Build on Corporate Partners in European Union
  - Understand organization’s mission statement
- Promote NEWH in the European Union
  - Introduce NEWH to the European Union
  - Potential partnerships and networking with other associations
  - Marketing opportunities within the European Media
  - Increase visibility and credibility of NEWH
  - Build opportunities for the United Kingdom with USA and Canadian partners
- Act as Liaison between Int’l Board of Directors and NEWH/United Kingdom BOD
  - Communication between United Kingdom Chapters and NEWH, Inc. BOD
  - Develop best practices and structure for International Chapters of NEWH
  - Be an advocate for concerns of the European membership
  - Present challenges or concerns to International Board
- Overview all Legal and Financial Activities
  - Review legal documents ensuring compliance with United Kingdom (EU) / US laws
  - Review year end financials
  - Ensure all annual United Kingdom Federal and Provincial requirements are filed
  - Monitor Banking activities to ensure they are within NEWH Bylaws and procedures
  - Answer any questions and concerns

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Time Commitment is 4 hour EC meeting and 5 hour IBOD meeting
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings
- Attend semi-weekly Executive Committee conference calls
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Attend events tied to NEWH, Inc.
- Attend Bi Annual International Leadership Conference – Time Commitment 4 days
- Ensure that corporate tax return is filed within the first 6 months after the corporate year end

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
  - Reports are due in the NEWH Office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Quarterly calls with Canadian Chapter and Regional Group Board of Directors

**Accountability:**

- Report to the NEWH Executive Committee
- Report at IBOD meetings to the International Board of Directors
- Present to Canadian Chapters the NEWH mission and goals

**Outside obligations:**

- Canadian Chapter Board Meetings
- MMPI partnership development and interaction
- IDC Interior Design of Canada Association partnership

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

**NEWH EXECUTIVE COMMITTEE – VICE PRESIDENT/PAST PRESIDENT**

**Purpose:**

- Provide counsel to the NEWH, Inc. Governing Board.
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education,*

*leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Serve in any capacity as requested by the President and Executive Committee
  - Be informed about the organization's mission, services, policies, and programs
  - Serve the Past Presidents Council
  - Participate in Executive Committee semi-weekly conference calls and Discipline Conference calls as needed
- Assist the NEWH, Inc. Governing Board in preparing its annual total strategy plan
  - Attend Strategic Planning Retreat
  - Review agendas, board reports and chapter board reports and remain informed of issues affecting the organization. Adhere to all budgetary constraints and assist in setting disciplines budget
- Assist NEWH, Inc. in carrying out its fiduciary responsibilities
  - Adhere to all budgetary constraints and assist in setting disciplines budgets
  - Review annual budgets and financial statements
- Serve on the Board of NEWH Canada, Inc.
  - Attend annual NEWH Canada Board Meeting
  - Participate in conference calls as needed
  - Attend events and act as a liaison between Canada membership and NEWH, Inc.
- Act as Liaison between NEWH Founder's Circle and the NEWH, Inc Governing Board
  - Promote and attend the Founder's Circle event
  - Plan agenda and assist Inc. office in planning the event
  - Personal calls or contact to invite Corporate Partners & encourage participation
  - Work with Director of Marketing to develop invitations, promotion and presentations
- Nominations and Elections
  - Chair a Nominations committee to elect members of NEWH Executive Committee, the NEWH Board of Directors and the Award of Excellence
  - With the assistance of the NEWH, Inc. office issue a Nominations Letter and Declaration of Candidacy to viable candidates
  - Vet and qualify candidates for review by the Executive Committee
  - Notify Candidates and announce Election results at the International Board of Directors Meeting in January
- Serve as Parliamentarian at all Executive Committee and International Board Meetings
  - Have knowledge of Robert's Rules of Order
  - Have knowledge of NEWH, Inc. By-laws
  - Remain informed of issues that affect the vision, mission or function of the organization

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to four hours
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings.
- Attend semi-weekly Executive Committee conference calls
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours

- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Founder’s Circle:
  - 1 Meeting per year: 1 day plus travel, Reports & preparation 8 hours
- Attend events tied to NEWH, Inc.
  - Green Day Luncheon – Sustainable Design Competition plus travel.
  - Platinum Circle – Vendor Scholarship/ICON evening event, plus travel
  - Gold Key Breakfast – ICONS Award morning event, plus travel.
- Conduct bi-annual conference calls with Chapter Presidents and Vice Presidents.
  - 1 hour per call
- Nominations & Elections: 8 hours

**Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
  - Nov – New York, NY in conjunction with IHM&R Show
  - Reports are due in the NEWH Office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Founder’s Circle:
  - May – Las Vegas, NV in conjunction with HD Expo
- Director Discipline Calls: Participate in any discipline call that may benefit from the Past Presidents board experience. Director Discipline calls occur Bi-annually with 2 calls per discipline. Call length varies but typically last 1 to 2 hours.
- Quarterly Chapter Discipline Calls: Participate in any discipline call that may benefit from the Past Presidents board experience. Chapter Discipline calls occur Quarterly with 2 calls per discipline. Call length varies but typically last 1 to 2 hours.
- Strategic Planning Retreats:
  - Spring: 3 Days April/May
  - Fall: 1 Day Nov. (prior to the IHM&R Show, Javitz Center) New York, NY
- NEWH Board of Directors and Executive Committee Nominations & Elections:
  - August – Send Declaration of Candidacy Letter
  - September – Balloting done at Board of Directors Meeting
  - September – Announce new Board of Directors /Executive Committee Members
- Awards of Excellence Nominations & Elections:
  - May – Send out request for candidates
  - October – Ballots are due
  - January – Introduce recipients of the Awards of Excellence

**Accountability:**

- Report to the NEWH Executive Committee
- Submit reports for all IBOD meetings on time
- Submit all special reports and projects on time
- Approval from the Executive Committee is required prior to committing NEWH, Inc. funds, trade-outs and/or barter

**Outside obligations:**

- HD Advisory

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able

- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH EXECUTIVE COMMITTEE – EXECUTIVE ADVISOR**

### **Purpose:**

- Provide counsel to NEWH governing Board
- Advise, govern, oversee policy and direction, and assist with the leadership and general promotion of NEWH so as to support the organization’s mission and needs.

### **Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

### **\*Major responsibilities:**

- Be the Historian to NEWH governing board
- Support the NEWH, Inc. office and staff members
- Assist NEWH, Inc. in preparing its annual total strategy plan, long and short term
- Assist the NEWH President in any matter needed to run the organization
- Oversee as needed any consultants to NEWH, Inc.

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

### **Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

### **Meetings and time commitment:**

- Attend 3 Board meetings each year (January, May & September)
  - Attendance 1 to 2 days plus travel
  - Reports and preparation per meeting one to four hours
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors Meetings.
- Attend semi-weekly Executive Committee conference calls.
  - 1 to 1.5 hours per call, the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month
- Attend strategic planning meeting with Executive Committee each year
  - 3 days plus travel
  - Preparation three hours
- Attend yearly wrap-up meeting with Executive Committee in November
  - Generally held prior to Gold Key Breakfast – 1 day plus travel
  - Preparation three hours
- Founder’s Circle:
  - 1 Meeting per year: 1 day plus travel, Reports & preparation 8 hours
- Conduct bi-annual conference calls with Chapter Presidents and Vice Presidents.
  - 1 hour per call

### **Timeline:**

- Executive Committee & International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - March or April – Strategic Planning at Milliken (Spartanburg, SC)
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique

- Nov – New York, NY in conjunction with IHM&R Show
- Reports are due in the NEWH Office 30 days prior to meetings
- Executive Committee Conference calls: Semi-weekly 1.5 hours
- Founder’s Circle:
  - May – Las Vegas, NV in conjunction with HD Expo
- Strategic Planning Retreats:
  - Spring: 3 Days April/May
  - Fall: 1 Day Nov. (prior to the IHM&R Show, Javitz Center) New York, NY

**Accountability:**

- Report to the NEWH Executive Committee
- Submit reports for all IBOD meetings on time
- Submit all special reports and projects on time
- Approval from the Executive Committee is required prior to committing NEWH, Inc. funds, trade-outs and/or barbers

**Outside obligations:**

- 

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs
- Help communicate and promote NEWH, Inc. mission and programs to the community
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs
- Understand the policies and procedures of NEWH, Inc.

## **NEWH, INC. DIRECTOR/SCHOLARSHIP**

**Purpose:**

- Direct the NEWH, Inc. Scholarship Program and see that NEWH, Inc. Chapters follow the Education and Scholarship mission of the organization

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Scholarship – ensure NEWH mission, standards and practices for scholarship and the scholarship application process are followed by the Chapter Directors/Scholarship.
  - Participate in bi-monthly conference call with the Vice President/Education & Director/Continuing Education.
  - Participate in quarterly webinars with the Vice President/Education, Director/Continuing Education and Chapter Scholarship Directors.
  - Respond in timely manner to any and all communications from NEWH Inc., Chapter Directors, Educators and students.
- NEWH Corporate level Scholarships – participating in defining, developing standards and implementation of Corporate level Scholarship initiatives with the Vice President/Education.

- ICONS of Industry
  - Work with the Vice President/Education and Corporate office to maintain proper standards and implementation of the ICONS scholarship competition. Duties include:
    - Yearly review and revision as necessary of application process.
    - Timely publication of competition to schools.
    - Working with the Vice President/Education, reviewing and judging of all applications and selection of winning student and runner up for the secondary award. Notification to winning students and notification via NEWH Inc. office liaison to non-winning applicants.
    - Award of first scholarship at Gold Key Breakfast in November and award second scholarship at Platinum Circle at HD Expo in May.
    - Provide for any and all necessary correspondence with schools, students, ICON Honoree and his/her company as necessary.
    - Submit articles as necessary to NEWH and/or other publications as necessary.
- Vendor Scholarships
  - Work with the Vice President/Education in implementing scholarship program/processes for any and all corporate level Vendor Scholarships.
- Sustainable Hospitality Design Competition
  - Working with the Vice President/Education and the NEWH Sustainable Hospitality Committee to maintain and administer according to established standards and practices the yearly Sustainable Hospitality Design Competition.  
To include:
    - Formulation of new competition criteria yearly
    - Timely publication of competition to students and educators and provide for avenue of communication to resolve participant questions and concerns during the competition process.
    - Judging committee - Yearly acquisition of three professional judges respectively from the design, hotel, purchasing and sustainable communities.
    - Review all entries with the Vice President/Education, as to meeting published criteria and select no more than seven finalists to be submitted to NEWH Inc., liaison and the judging committee.
    - Update judging format as necessary to reflect yearly criteria for use by judging committee.
    - Communicate with NEWH Inc. regarding the contacting of the winning student/school, verification of award event venue and travel for student and school representative to same.
- Assist the NEWH, Inc. Governing Board in preparing its annual strategy plan with special attention given to issues related to scholarship.
  - Review, agendas, board reports and chapter board reports and remain informed of issues affecting the organization's scholarship mission. Adhere to budget as forecasted.
  - Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors meetings.
- Develop a committee
  - A committee chair for each major responsibilities is highly recommended

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year
  - Attendance 1 to 2 days plus travel

- Reports and preparation per meeting one to three hours
- Conduct bi-monthly conference call with the Vice President/Education and Director/Continuing Education
  - 1 hour per call
- Conduct quarterly conference call with the Vice President/Education, Director/ Continuing Education and Chapter Scholarship Directors and or Presidents.
  - 1 hour per call
- Attend events tied to NEWH Inc., Corporate level scholarship or competition awards
  - ICON Winner: Gold Key Breakfast – morning event, plus travel.
  - FR One Scholarship (Vendor) & ICON Honorable Mention Scholarship: Platinum Circle – evening event, plus travel
  - Sustainable Design Competition: Green Voice luncheon at HD Expo, plus travel.

**Timeline:**

- International Board of Directors Meetings:
  - January – Location varies in conjunction with Regional Tradeshow
  - May – Las Vegas, NV in conjunction with HD Expo
  - Sept – Miami, FL in conjunction with HD Boutique
- Director Discipline Calls – Bi-monthly – typically 1 to 1.5 hours
- Quarterly Chapter Discipline Calls – Basically 3 to 4 per year fourth call not needed – typically 1 to 1.5 hours

**Accountability:**

- Submit reports for all IBOD meetings on time
- Submit all special reports and projects on time
- Approval from the NEWH, Inc. Board or Executive Committee is required prior to committing NEWH, Inc. funds, trade-outs and/or barbers

**Outside obligations:**

- Educational Institutions

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

## **NEWH, INC. DIRECTOR/EDUCATION**

**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.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Ensure delivery of CEU programs that will enhance the image of NEWH, Inc.
  - Working with committee, develop NEWH program as a provider of unique hospitality oriented CEU's to the industry.
  - Identify all organizations that can be aligned with for the purpose of approving CEU's for NEWH Chapter and NEWH event presentations.
- Research and maintain current information on State requirements for professionals to maintain

licensing or other certification as necessary.

- Identify those States, especially within an NEWH Chapter jurisdiction that provide professional licensing and require continuing education to maintain same.
- Research and identify steps to achieve recognition by States as to the acceptability of NEWH Continuing Education to the industry.
- Promote the NEWH CEU program.
  - Work with Marketing to appropriately promote the NEWH brand of hospitality CEU offerings.
  - Use social media and online marketing to expand NEWH CEU brand awareness.
- Monitor all Continuing Education activity by NEWH, Inc. Chapters and NEWH Inc. conferences and events.
  - Maintain current CEU presenters manual for host and presenters explaining approval process and requirements.
  - Develop list of pre-approved CEU programming for use by Chapters and NEWH event organizers.
- Develop a committee
  - A committee chair for each major responsibilities is highly recommended

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

#### **Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

#### **Meetings and time commitment:**

- Attend 3 Board meetings each year
- Participate in Bi-monthly Director's Discipline calls and all calls as necessitated to achieve goals with V.P. Education
- Participate in quarterly Chapter discipline calls with Chapter Scholarship Directors and Chapter Programming as needed.
- Formulate a calendar of work flow to properly achieve goals.

#### **Timeline:**

- Time line is to be formulated as the new CEU process and program for NEWH is established.

#### **Accountability:**

- The position reports to the Vice President/Education
- Position can only be held by an Interior Designer or Architect
- May be responsible for volunteers and part-time consultants
- Adherence to all budgetary constraints and assist in setting disciplines budget
- Approval from the NEWH, Inc. Board of Directors or Executive Committee is required prior to committing NEWH, Inc. funds, trade-outs and/or barbers
- Maintain educational integrity of all NEWH, Inc. CEU's based on IDCEC requirements of Health, Safety and Welfare and State requirements
- Help generate revenue for NEWH, Inc.

#### **Outside obligations:**

- May require meetings with various educators and continuing education providers
- May require meetings with representatives of State licensing bureaus.
- May require meetings with professional organization representatives for the purpose of gaining CEU approval for programs.

#### **Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.

- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

## NEWH, INC. DIRECTOR/MEMBERSHIP

### **Purpose:**

- Assist Chapter Directors/Membership maintain memberships, increase visibility to potential members and promote NEWH, Inc.
- To advise, oversee policy and direction with regard to membership, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.

### **Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

### **\*Major responsibilities:**

- Scope and Accountability
  - Report to the Vice President/Membership
  - May be responsible for volunteers and part-time consultants
  - Adherence to all budgetary constraints and assist in setting disciplines budget
  - Approval from the NEWH, Inc. Board of Directors or Executive Committee is required prior to committing NEWH Inc. funds, trade-outs, and barbers
  - Generate revenue for NEWH Inc.
- Strategy and Planning
  - Mentor Chapter Membership Directors, bringing them methods of recruitment and membership retention ideas
  - Set recruitment goals with each chapter
  - Actively recruit members
- Coordination, Monitoring and Implementation
  - Work with Chapter Membership Directors on Membership diversification
  - Instruct chapters on Outreach Liaison Committee procedures
    - Outreach Liaison Committee to meet with and serve under Programming and Hospitality Board Directors
    - Outreach Liaison Committee to have at least five members. Each member is to represent outreach to a specific category of membership, i.e. designers, operators, hotel developers, in-house purchasing, outside purchasing, etc. The member should be willing to target their designated category, i.e., a designer could be given purchasing agents, a hotel operator could be asked to target other people in hotel operations, etc.
    - Outreach Liaison Committee to evaluate current chapter demographics
    - Evaluate existing market demographics
    - Identify 3-5 segments for Outreach Liaison Committee to pursue
    - Work with programming to develop meetings to meet the needs of the identified segments of membership outreach.
    - Follow up with committee to assist chapter membership growth.
  - Establish a "Buddy Program" within each chapter to involve the new members in chapter and board activities
  - Maintain regular contact with NEWH Regional Members
  - Review the dues of the Regional Members annually and make any needed recommendation to the Vice President/Membership
  - Regularly review all membership materials and provide suggestions for updating to the Vice President/Membership.
  - Remain familiar with all chapter programs, for suggesting, helping, supporting, and creating an international agenda that pursues outreach for membership.

- Facilitate quarterly discipline calls for Chapter Membership Directors.
- Develop a committee
  - A committee chair for each major responsibilities is highly recommended
- Administrative Support
  - NEWH Office will provide administrative support for this position.
- Other responsibilities
  - Be informed about the organization's mission, services, policies, and programs
  - Review agenda and supporting materials prior to board and committee meetings
  - Inform others about the organization.
  - Suggest possible nominees to the board who can make significant contributions to the work of the board and the organization.
  - Keep up-to-date on developments within the organization and the hospitality industry.
  - Follow conflict of interest and confidentiality policies
  - Assist the board in carrying out its fiduciary responsibilities such as reviewing the organization's annual financial statements.
  - Provide a written report of goals, objectives, and activities 30 days prior to all Board of Directors meetings.
  - Ensure all records and other collateral materials remain the property of NEWH, Inc. and are to be turned over to the successor or to the NEWH, Inc. Office

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend three (3) board meetings each year and any other meetings, conference calls, etc. as needed.
- Attend Executive Committee conference calls as requested
- Attend Conference calls with the Vice President/Membership and the Director/Expansion as needed.
- Attend the quarterly conference calls with Directors/ Membership from the chapters
- In implementing these responsibilities, it is presumed that five (5) to ten (10) hours per week will be needed.

**Timeline:**

- International Board of Directors Meetings, exact dates change annually
  - January, to coincide with either the Leadership Conference or Regional Tradeshow
  - May, to coincide with the HD Conference and Expo in Las Vegas, NV
  - September, to coincide with the HD Boutique Conference and Expo in Miami Beach, FL
- Board Reports are due 30 days prior to NEWH, Inc. Board of Directors meetings
- Quarterly Conference Calls
  - Dates to be determined at least 14 days in advance for each annual quarter.
- Other Conference Calls
  - TBD at least 14 days in advance.

**Accountability:**

- To be monitored through Board of Directors Reports
- Participation in monthly conference calls with Vice President/Membership

**Outside obligations:**

- 

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.

- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

## NEWH, INC. DIRECTOR/EXPANSION

### **Purpose:**

- Responsible for identifying, developing and supervising new chapters from initial organization through Charter process and examine the viability of all potential chapters
- To support the NEWH Affiliated Areas and Members-at-Large

### **Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

### **\*Major responsibilities:**

- Scope and Accountability
  - The position reports to the Vice President/Membership
  - May be responsible for volunteers and part-time consultants
  - Responsible for the development of and adherence to all budgetary constraints
  - Approval from the NEWH, Inc. Board of Directors or Executive Committee is required prior to committing NEWH, Inc. funds, trade-outs and/or barterers
- Strategy and Planning
  - Monitor and assist in maintaining the good health of Affiliated Areas and groups that have applied to form a chapter
  - Responsible for identifying, developing and supervising potential chapters from initial organization through Charter process
- Coordination, Monitoring and Implementations
  - Receive and review copies of all organizing chapters meeting minutes to be sure all by-laws and procedures are followed
  - Attend and support organizing chapter functions whenever possible
  - Report to the Vice President/Membership on a quarterly basis. Include updates on all Affiliated Areas/Organizing Chapters and groups interested in chartering, progress to date, status and next steps
  - Work with groups that have applied to form a chapter in setting goals concerning elections of officers, number of meetings, meeting content, membership goals, recruiting methods including publicity and date to receive charter
  - Develop a formal reporting structure for groups wishing to charter
  - Facilitate two conference calls per year for Chapter Presidents
- Develop a committee
  - A committee chair for each major responsibilities is highly recommended
- Administration Support
  - NEWH, Inc. Office will provide administrative support for this position
- Research and Maintenance
  - Research the viability and legalities of each geographic area interested in chartering
- Other Responsibilities
  - Be informed about the organization's mission, services, policies, and programs
  - Review agenda and supporting materials prior to board and committee meetings
  - Inform others about the organization
  - Suggest possible nominees to the board who can make significant contributions to the work of the board and the organization
  - Keep up-to-date on developments in the organization's field
  - Follow conflict of interest and confidentiality policies
  - Assist the board in carrying out its fiduciary responsibilities, such as reviewing the organization's annual financial statements

- Attend 3 Board Meeting each year and any other meetings, conference calls, etc. as needed
- Provide a written report of goals, objectives and activities 30 days prior to all Board of Directors meeting
- Ensure all records and other collateral materials remain the property of NEWH, Inc. and are to be turned over to successor or to the NEWH, Inc. Office

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attending (2) out of (3) Board of Directors meetings (minimum)
- Have (4) conference calls with my Vice President/Membership (minimum)
- Have (4) conference calls with Regional Groups (minimum)

**Timeline:**

- Board Report due 30 days prior to board meeting
- Regional Member Breakfast meeting at HD Expo in May of each year

**Accountability:**

- Through Board Reports
- Through Conference Calls with Vice President/Membership

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

This position may be eliminated at the September Board of Directors Meeting

**NEWH, INC. DIRECTOR/CORPORATE PROGRAM**

**Purpose:**

- Seek International Corporate Sponsorship

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Introduce and solicit vendor interest in the Corporate Partner Program
  - Describe value added reasons to join the program in person, over the telephone and in the available print collateral.
  - Solicit other industry execs to promote the CP Program in conversation/recommendation.
  - Attend Industry Trade Shows
- Investigate new avenues for CP Participation
  - Attend Trade Shows for Industry related vendors
- Educate NEWH Chapters on the NEWH Inc, Corporate Partner Program.
  - Remind Chapters to display CP Signage
  - Personally thank CP's at events and tradeshow
  - Publically recognize CP's at events and local sponsors

- Identify CP's and local sponsors with a "special" badge at functions

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend January, May and September Board Meetings yearly
- Participate in Director's Calls as scheduled
- Participate in Quarterly Discipline calls as scheduled

**Timeline:**

- Reminders to re-enlist should be sent in the fall

**Accountability:**

- Increased revenue

**Outside obligations:**

- HD Expo in May
- Other Industry Shows, like Bitac

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

## **NEWH, INC. DIRECTOR/FUNDRAISING**

**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.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Devise fundraising strategies and annual plans for unrestricted income.
  - Work with the Vice President/Development in devising specific programs and project fundraising strategies and annual plans.
  - Work with Chapter Fundraising teams to maximize fundraising successes on the chapter level.
  - Contribute to the periodic review of NEWH's overall Total Strategy Plan.
- Coordination, Monitoring and Implementation
  - Ensure that fundraising proposals and contracts meet the appropriate NEWH, Inc. guidelines.
  - Ensure that accurate and updates information is maintained on all submissions and projects in relevant databases.
  - Ensure Chapter Fundraising teams are keeping accurate records and are in compliance with an appropriate 30 to 40% profit margin on all fundraising events.
- Research and maintain fundraising Partner Relationships
  - Help maintain existing and develop new funding ideas and relationships.
  - Develop and maintain familiarity with, and detailed understanding of the policies and

- procedures of NEWH's current relationships, and making sure the NEWH's databases are current with new and up to date information and event sponsors.
    - Ensure the NEWH maintains effective communications and good relations with fundraising partners.
    - Keep up to date with developments in funding practices.
  - Develop a committee
    - A committee chair for each major responsibilities is highly recommended

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Board of Directors Meeting – January (in conjunction with Leadership Conference or NEWH Regional Tradeshow)
- Board of Directors Meeting – Spring trade show; two days
- Board of Directors Meeting – Fall trade show; two days
- Quarterly Director Discipline Calls with the Vice President/Development; 1 hour per call
- Quarterly Chapter Discipline Calls with Vice President/Development and Chapter Members; 2 calls; 1 hour per call

**Timeline:**

- February of each year – submit to Vice President/Development planned fundraising event to be held at HD Expo
- July of each year submit to Vice President/Development planned fundraising event to be held at fall trade show.

**Accountability:**

- Provide a written report of goals, objectives and activities 30 days prior to all Board of Director meeting.

**Outside obligations:**

- N/A
- N/A

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

**NEWH, INC. DIRECTOR/MARKETING COMMUNICATIONS**

**Purpose:**

- Provide marketing communications through Public Relations and online media for NEWH, Inc. and support initiatives and chapter events and programs with international and regional marketing opportunities.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Public Relations

- Communicating with chapters on how to create and distribute press releases via PR newswire
- Manage calendar of international news releases, work with directors on creating calendar for the year and gathering info for the press release to be written
- Social Media
  - Create and/or manage guidelines for chapter social media usage
  - Promote and advocate the usage of social media for NEWH
- Website
  - Help maintain the ingenuity and creativity of our website, keeping us up to date with current website trends and ideas
  - Will not be required to do any actual website creation, coding, etc. - all work is done by an outside company
- Coordinate with other NEWH disciplines
  - Each discipline will have a committee chair or director responsible for providing information to the marketing team for distribution
  - It is recommended participating in or working closely with major initiatives such as Sustainability, Regional Tradeshow and Leadership Conference that need continuous updating and support
- Develop a committee
  - A committee chair for each major responsibilities is highly recommended

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

#### **Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

#### **Meetings and time commitment:**

- Attend 3 Board meetings each year
  - January, in conjunction with the Leadership Conference or NEWH Regional Tradeshow
  - May, in conjunction with HD Expo
  - September, in conjunction with HD Boutique
    - Attendance 1 day plus travel
  - Submit Board Report 30 days prior to each Board of Directors meeting
    - Reports and preparation per meeting one to three hours
- Participate in bi-monthly conference call with the Vice President/Marketing and Director/Marketing Collateral
  - 1 hour per call
- Participate in bi-monthly conference call with the Vice President/Marketing and Director/Marketing Collateral and Chapter Marketing people and/or Presidents.
  - 1 hour per call

#### **Timeline:**

- Each project will have a timeline with deadlines
- It is highly recommended that the director create a calendar for upcoming projects, events, and initiatives to determine deadlines and keep information moving in a timely manner.

#### **Accountability:**

- Director/Marketing Communications will work directly under the Vice President/Marketing
- Major initiatives may require monthly or bi weekly reports to the Executive Committee

#### **Outside obligations:**

- The Director/Marketing Communications should be regularly informed on what's happening in the hospitality industry and be prepared to share and report information that is useful to marketing and communications within NEWH Inc or on the chapter level.

#### **Position Requirements:**

- It is recommended the Director/Marketing Communications have professional experience with online communications in PR, Social Media and/or website and technology. If the director does not have professional experience it is highly recommended that the director have extensive personal experience in one or more of the major responsibilities.

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

## **NEWH, INC. DIRECTOR/MARKETING COLLATERAL**

**Purpose:**

- To maintain a creative calendar for marketing collateral and to work closely with NEWH, Inc. Board of Directors and its chapters to ensure consistency of branding, creativity and accuracy of marketing materials.

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Print Collateral
  - Manage and update all print collateral on a yearly basis
    - Print collateral includes brochures, handouts, media packages, signage, invitations, tradeshow collateral etc
    - Position does not require that the work be completed by the director, we hire a graphic designer to complete the work.
  - Create calendar for updating print collateral
- Branding Standards
  - Create and/or maintain a Standards Manual for logo and branding guidelines for maintaining our brand identity
  - Work with chapter boards to maintain standards on invitations and print collateral for chapter events
- Collaborate with other NEWH Disciplines
  - Collaborate with other NEWH directors, committees and chapters and our graphic designer to provide new marketing collateral for new initiatives and events.
  - Each discipline will have a committee chair or director responsible for providing information to the marketing team.
  - We recommend participating in or working closely with major initiatives such as Sustainability, Regional Tradeshow and Leadership Conference that need continuous updating and support
- Develop a committee
  - Select a committee of highly creative people to review our marketing collateral to keep NEWH fresh and interesting while maintaining our brand standards.

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend 3 Board meetings each year

- January, in conjunction with the Leadership Conference or NEWH Regional Tradeshow
- May, in conjunction with HD Expo
- September, in conjunction with HD Boutique
  - Attendance 1 day plus travel
- Submit Board Report 30 days prior to each Board of Directors meeting
  - Reports and preparation per meeting one to three hours
- Participate in bi-monthly conference call with the Vice President/Marketing and Director/Marketing Collateral
  - 1 hour per call
- Participate in bi-monthly conference call with the Vice President /Marketing and Director/Marketing Collateral and Chapter Marketing people and/or Presidents.
  - 1 hour per call

**Timeline:**

- Each project will have a timeline with deadlines
- It is highly recommended that the director create a calendar for upcoming projects, events, and initiatives to determine deadlines and keep information moving in a timely manner.

**Accountability:**

- Director/Marketing Collateral will work directly under the Vice President/Marketing
- Major initiatives may require monthly or bi weekly reports to the Executive Committee

**Outside obligations:**

- The Director/Marketing Collateral should be regularly informed on what's happening in creative marketing and branding be prepared to share and report information that is useful to marketing and communications within NEWH Inc or on the chapter level.

**Position Requirements:**

- It is recommended the Director/Marketing Collateral have professional experience with graphic design, marketing, branding, color and design and/or trends in design. If the director does not have professional experience it is highly recommended that the director have extensive personal experience in one or more of the major responsibilities.

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

## **NEWH, INC. DIRECTOR/REGIONAL TRADESHOWS**

**Purpose:**

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

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Assist Jena Seibel in planning the 5-6 Regional Tradeshows a year.
- Approve floor plans for the regional tradeshows
- Attend all regional tradeshows
  - Assist in setup and breakdown of tradeshows
  - Act as NEWH representative at all regional tradeshows

- Answer questions from Exhibitors throughout the year

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend a minimum of 2 International Board of Directors Meetings
- Attend all regional tradeshow
- Participate in quarterly chapter events calls

**Timeline :**

- 1<sup>st</sup> half of each year prepare schedule for following year’s RTS

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

**NEWH, INC. DIRECTOR/CONFERENCES**

**Purpose:**

- Director/Conferences plans and implements the biennial Leadership Conference
- Assist other directors in setting up speakers as needed

**Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

**\*Major responsibilities:**

- Select location and venue for the biennial Leadership Conference
  - Research various locals and chapters to host the conference
  - Submit a recommendation to the Executive Committee no later than 16 months prior to conference dates
  - Research and review venues to host the conference, including a Regional Tradeshow when attached to a Leadership Conference
  - Coordinate with the local chapter on venues and submit options to the RTS director, Vice President/Events and NEWH Inc Office for proposal and contract reviews.
- Agenda
  - Create a 2 – 3 day conference agenda,
    - Thursday evening welcome party, Friday and Saturday in conference, optional Sunday morning farewell or activity
  - Major events
    - Welcome party, hosted by local chapter
    - Keynote speakers
    - Executive Forum (owners roundtable)
    - Breakout sessions
    - Panel Discussions
    - Scholars/Award of Excellence event (seek support for Vice President/Education and Director/Scholarship)
- Conference Committee

- It is imperative that a committee is set up for the planning of the conference
- Committee Chair – a committee chair should be selected to be the right hand of the Director/Conferences. The committee chair should be mentored and groomed to take over should the Director be unable to perform his/her duties during the term and to take over the Directorship at the end of the term. The committee chair should be chosen in collaboration with the Past President/Nominations Committee.
  - The committee chair should be involved in all conference calls and work with the Director on all stages of planning
- Sub committees
  - Scholars event
  - Agenda and Speakers
  - Executive Forum (Owner’s Roundtable)
  - Activities and local events
  - Marketing
- Marketing
  - Work with Marketing Department to develop online and in print marketing and social media campaigns.
  - Provide timely information and data for marketing materials

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

**Meetings and time commitment:**

- Attend a minimum of 2 of 3 International Board of Directors Meetings
- Host a minimum of monthly committee conference calls
  - 6 months prior to the event we recommend weekly or every other week conference calls
- Submit reports to Vice President/Events every two weeks for Executive Committee Conference Calls
- Submit Board Reports for all three International Board of Directors meetings

**Timeline:**

- 16 months out, finalize host region/chapter
- 14 months out, begin advertising calendar
- 12 months out, announce final dates, venue and key note speaker
- 12 months out, advertising
- 12 months out, finalize budget and sponsorship requirements
- 6-8 months out, finalize agenda and speakers
- 6 months out, open registration for conference
- 3 months out, finalize Food and Beverage

**Accountability:**

- Executive Committee – providing all details as requested to the EC and regular updates in planning
- Vice President/Events – working closely with and providing regular updates to the Vice President/Events
- Marketing – providing timely materials to the marketing department

**Outside obligations:**

- Meetings and travel to and with the hotel of choice
- Coordination with other groups on dates and industry functions

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.

- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.

This is a new position that will be voted on at the September Board of Directors Meeting

## NEWH, INC. DIRECTOR/SPECIAL EVENTS

### **Purpose:**

- Develop special programs for NEWH and its membership

## NEWH, INC. DIRECTOR/SUSTAINABLE HOSPITALITY

### **Purpose:**

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

### **Mission or purpose statement:**

*NEWH is the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.*

### **\*Major responsibilities:**

- Assist in Integrating the Sustainable Hospitality Committee activities into the NEWH organization
  - Help Oversee and measure timeline and goal achievement for SH committee members that are working with other committees
  - Help Maintain and foster the subcommittee structure and leaders for the sub-committees, engage them into each of their counterpart IBOD committees
- Assist in Coordination of Conference Events – Sustainable Hospitality contributions
  - Assist with HD Las Vegas Expo and Conference – Green Voice sessions
  - Help Develop and implement a one-day Webinar program
  - Assist with NEWH Leadership Conference – Green Voice Sessions
- Assist to Increase the presence of sustainability within NEWH
  - NEWH Regional Tradeshow
  - Leadership Conference
  - IBOD Meetings
  - Chapter Development of positive sustainable practices
- Lead the SH Marketing Committee to create marketing promotions that support NEWH Sustainable Hospitality initiatives.
  - Provide leadership for the new sustainable pages on the NEWH WEBSITE; increasing traffic
  - Provide leadership for social networking
  - Provide leadership for public relations efforts
- Assist in reducing environmental impact of maintaining a large non-profit organization by developing a social and environmental responsibility plan for NEWH, Inc.

*\*Members of the board share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

### **Length of term:**

A term is two (2) years and a person may hold a position for two (2) terms. No person shall serve on the board more than ten (10) consecutive years

### **Meetings and time commitment:**

- Jan 14 - NEWH, Inc. Board of Directors Mtg.
- May 14 - NEWH, Inc. Board of Directors Mtg.
- Sep 10 - NEWH, Inc. Board of Directors Mtg.

- Jan. 31 10:00 AM – Director Discipline Call
- Feb. 14 11AM & 4PM – Chapter Director Discipline Call
- April 24 10:00 AM – Director Discipline Call
- May 29 11:00 AM & 4:00 PM – Chapter Director Discipline Call
- July 31 – 10 AM – Director Discipline Call
- Aug. 14 11 AM & 4 PM – Chapter Director Discipline Call
- Oct. 30 10:00 AM – Director Discipline Call
- Nov. 27 11AM & 4PM – Chapter Director Discipline Call

**Timeline:**

- HD Las Vegas Green Voice sessions – May 15<sup>th</sup> – 17<sup>th</sup>
- NEWH Sustainable Hospitality Green Voice Webinar event – September 2012
- NEWH Leadership Conference – Jan. 26<sup>th</sup> – 27<sup>th</sup>, 2013
- NEWH Sustainable Hospitality Conference – Jan. 2014

**Accountability:**

- Regular Sustainable Hospitality Conference calls to track progress on initiatives

**Outside obligations:**

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**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Be alert to community concerns that can be addressed by NEWH, Inc. mission, objectives, and programs.
- Help communicate and promote NEWH, Inc. mission and programs to the community.
- Become familiar with NEWH, Inc. finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH, Inc.