



GOVERNING BOARD PACKET

10 September 2012

Miami Beach Convention Center
Room C227/228
Miami Beach, FL

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

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NEWH, INC. GOVERNING BOARD MEETING AGENDA

10 September 2012

Miami Beach Convention Center – Room C227/228

Miami Beach, FL

Please arrive having read the BOD Meeting Packet, they will not be read during the meeting

Board of Directors Meeting

Monday 10 September 2012

8:00 am – 1:00 pm

| | | | | | |
|---------------------|--|---|---|--|--|
| Executive Committee | Julia Marks Stacey Berman Judy Regan | Christine Wasmer Tina Lockwood Cynthia Guthrie | Trisha Poole Philip Byrne Dina Belon | Christine Tucker Lynn Fisher Helen Reed | Anita Degen |
| Board of Directors | Andrea Thomas Mary Ann Thornam Todd Fuller | Lee Brotsker Cynthia Milow Janice Marko | Andy Schaidler Liza Kapisak Bryan Adcock | Mark Huntsinger Michelle Finn Deborah Herman | |
| House of Delegates | Cindy Andrews Meghan Bazemore Shayne Bratz Julian Brinton Hope Case Denielle Clifford | Lisa Cochran Valerie Coleman Marissa Colli Benjamin Coy Fernando Diaz Stacy Elliston | Lara Engert Lori Hass Scott Hegstad Schaeffer Hill Lori Hoegler Katie Howell | Amy Jakubowski Elaine McCorkle-Castro Lauren McNamara Marc Nasberg Sarah Pellegrin Scott Pope | Todd Schaffer Stacy Shoemaker Rauen Andrea Sims Candice Spicer Stephanie Thompson David Tracz Laurie Woliung |

| | | |
|----------|--|---|
| 8:00 am | Call to Order | Helen Reed |
| 8:05 am | Establishment of Quorum | Stacey Berman |
| | Presentation of Minutes and Motion to Accept | |
| 8:10 am | President's Welcome - Introduction of Guests | Helen Reed |
| 8:25 am | Financial Report | Judy Regan |
| 8:30 am | Overview of 2012 Activities | Helen Reed |
| 8:40 am | Introduction of new Corporate Partner | Cynthia Milow |
| 8:45 am | NEWH Regional Tradeshow Update | Philip Byrne/Bryan Adcock |
| 8:55 am | NEWH Leadership Conference | Mark Huntsinger/Leigh Mitchell |
| 9:10 am | Continuing Education | |
| 9:20 am | International Updates | Chris Tucker/Lynn Fisher |
| 9:30 am | Sustainable Hospitality – Green Voice Webinar September 26 – 27, 2012 | Dina Belon |
| 9:40 am | Marketing Update | Trisha Poole |
| 9:50 am | Collection of Ballots | Shelia Lohmiller |
| 9:55 am | Break / Group Photo | |
| 10:15 am | Breakout Sessions - Programming - What does Networking Really Mean - Committees and Delegation - Developing a Student Mentorship Program | Janice Marko Dina Belon Andrea Thomas |
| 11:00 am | Session Review/Brainstorming | Everyone |
| 11:45 am | New Business - Presentation of Board of Directors Motions - Announcement of 2012-14 Board of Directors | Helen Reed |
| 12:15 am | Motion to Adjourn | |

Executive Committee Meeting

Monday 11 September 2011

1:00 pm – 3:00 pm

| | | | | |
|---------------------|--|--|--|--|
| Executive Committee | Julia Marks Stacey Berman Judy Regan | Christine Wasmer Tina Lockwood Cynthia Guthrie | Trisha Poole Philip Byrne Dina Belon | Christine Tucker Lynn Fisher Helen Reed Anita Degen |
| 1:00 pm | Call to Order | Julia Marks | | |
| 1:10 pm | Establishment of Quorum | Stacey Berman | | |
| 1:15 pm | | | | |

NEWH, INC. GOVERNING BOARD MEETING MINUTES

14 May 2012

Golden Sands Convention Center-Las Vegas, NV

| | | | | |
|---------------------|---|--|--|---|
| Executive Committee | Julia Marks Stacey Berman Judy Regan | Christine Wasmer Tina Lockwood Cynthia Guthrie | Trisha Poole Philip Byrne Dina Belon | Christine Tucker Helen Reed Anita Degen |
| Board of Directors | Andrea Thomas Cynthia Milow Lee Brotsker | Janice Marko Andy Schaidler Mark Huntsinger | Deborah Herman Bryan Adcock Michelle Finn | Adrienne Pumphrey |
| House of Delegates | Susan Crowder Scott Hegstad Maghan Bazemore Marc Nasberg Andrea Sims | Schaeffer Hill Sarah Pellegrin Benjamin Coy Hope Case Fernando Diaz | Amy Jakubowski Stacy Rauen Stephanie Thompson Katie Howell Lori Hass | Lauren McNamara Scott Pope Julian Brinton Valerie Coleman David Tracz |
| Guests | Brittany Johnson Cathy Mansour Tim Au-Yeung Louise Ross Lindsey Klein | Jessica Foster Katherine Adams Philippe Tassin Marc Nasberg Kristyn Ivey | Stephanie Deshaies Vanessa Vaughan Chapter Presidents: Diane Berg (AZ) Todd Hilt (Chicago) | Rich Gesteland (Vegas) Cinnamon Alvarez (LA) Erin Brodhead (Northwest) Leigh Mitchell (San Fran) Susan Burnside (Tor) Jason Stock (DC) |
| Not in Attendance | Lynn Fisher Mary Ann Thornam Todd Fuller Liza Kapisak | Lori Hoegler Denielle Clifford Lara Engert Stacy Elliston | Elaine McCorkle-Castro Tyson Stone Lisa Cochran Shayne Bratz | Candice McClanahan Todd Schaffer Laurie Woliung Cindy Andrews Marissa Colli |

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

The meeting was called to order by President Julia Marks at 8:15 am. Secretary, Stacey Berman, took roll and a quorum was established. The minutes were presented and a motion was made to accept the minutes as corrected.

Date: May 14, 2012

Motion Number: 1

I, Judy Regan, move the minutes be approved as corrected.

Motion seconded by: Dina Belon

VOTE COUNT:

YEA: 16 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

PRESIDENT – JULIA DAVIS

Discussion:

- Have lost a few corporate partners earlier in year and have gained more, something to consider with rocky economy, have to think outside of box.
- NEWH's value, how do we get the understanding about the budget/value of NEWH
- Reached 2.7 million mark in scholarship awards
- Chapters are doing well with events/fundraising/etc.
- Delegates encouraged to bring information back to their chapter/network with other chapters
- Add column to membership table (percentage of change of membership from last meeting) looks low but above national average, something to be proud. Look at numbers
- Let people know what a value our membership is-key point to keep in mind
- EC recently back from Milliken Experience, go through mission and programs, we are on track and successful, some success are the problem in moving forward.
- HD Asia, Shelia and Julia to attend to view possibility of Asia market
- Developing media partner package, similar to corporate partner package, on its way for release
- Missing reports, chapter responsibility to send in budgets, plans, board reports, part of your job description or 501(c)(3) status could be jeopardized. Do it out of respect for each other, know that it is priority.
- Board reports can be simple bullet points, should not take more than 10-15 minutes to accomplish, list goals, plans, how goals were met.
- What you choose to share and can share benefits other chapters' success.

VP/FINANCE – JUDY REGAN

Discussion:

- Renewed CD
- Chapters starting to participate in quarterly discipline calls-share information. Downfall that many people are still not responding.
- Healthy financially
- Chapter fundraisers going well, giving opportunity for scholarships, events and money in bank for chapter while increasing presence in community.
- Thank-you for your hard work

DEVELOPMENT – CYNTHIA GUTHRIE | Fundraising Janice Marko / Corporate Partnerships Cynthia Milow

Discussion:

- MTE Flooring, Kohler and SÉURA INCORPORATED
- When walking the floor, thank our corporate partners, so many have been with us for many years, let them know it is appreciated and recognize it.
- Familiarize yourself with Corporate partner changes
- Office has done a tremendous job in coordinating with corporate partners
- Shelby Williams was our first corporate partner and they have recently re-joined, they are a great addition.
- We can't move forward without the corporate partners, funds programs, office staff, how we run, etc.

EVENTS – PHILIP BYRNE | NEWH Conferences Mark Huntsinger / Regional Tradeshows Bryan Adcock NEWH Conferences – Mark Huntsinger

Discussion:

- Dates: January 25-26, 2013
- Tag line is Bridge to Success
- Great location and city, bring people with you
- Theme is how are we as professionals dealing with change, are we adapting effectively or staying where things use to be
- Keynote by Chip Conley, dynamic speaker
- How do you maintain your sense of style/design, many engaging opportunities
- Sponsorship opportunities available
- Registration to open in next 30-60 days
- Last Conference held in Orlando was a huge success
- Budget now to send scholarship winners/board members to conference. Will have event honoring awarded scholarship recipients.
- Anyone in the hospitality industry is invited; bring people with to see what we do. If your board has funds put aside help to get everyone that you can to the conference.

Regional Tradeshow – Bryan Adcock

Discussion:

- Tradeshows selling out immediately, causing a lot of problems with fast sell out, open to other opinions/options.
- Next year 6 shows, San Francisco, Orlando, Chicago, LA, North Central, Northwest
- Show is only successful on the amount of time spent on marketing, and where the board pushes to get people out to the shows.
- Looking at efforts to grow market of the shows,
- Pass out cards, update lists do whatever you can to get the word out
- Great fundraiser for scholarships
- Do not assume that you are automatically on the list for a tradeshow, make sure you contact Jena/Phillip

Questions:

- For the vendors that don't make it in to the show are we keeping a record of those that keep missing and we can we offer them something else to have a greater chance?
- Become a corporate partner
- It's a delicate balance and there is not a way to make everyone happy without stepping on toes.
- In Atlanta, someone mentioned their lottery system, mentioned idea to 5 or 6 vendors, none of them agreed. Fairest way to do it is the miserable first come first serve.
- 2-week morning and day before email warning go out, it works to a certain extent, and shows are still over-sold even the computer cannot keep up with them.
- Once the new system is set up on the back end, the registrations will automatically cut off
- The way we do it now gives small and large businesses equal opportunity to get in.
- Idea of everyone could pre- fill out the form, when it was time they could just hit submit

VP/SUSTAINABLE HOSPITALITY – DINA BELON | Sustainable Hospitality Adrienne Pumphery

Discussion:

- NEWH expanding sustainable presence.
- Green Voice Luncheon and Green Conversations vs. Green Day
- NEWH invited to create sessions
- Sustainable Design Scholarship presentation followed by Sustainable panel conversations

- 1/2 hr. conversations on tradeshow floor
- Green Voice new brand
- September online webinar day with CEU credits on Sustainability
- Sustainable Sessions at Leadership Conference (branded with Green Voice)

VP/MARKETING – TRISHA POOLE | Internet Communications Liza Kapisak / Public Relations Andy Schaidler

Discussion:

- Leadership is primary focus, leverage at every opportunity. Committed to supporting marketing efforts.
- Other items covered throughout conversations today.
- Constantly amazed and applauded by chapter events and creativity. Fun is what it is about. Chapters make NEWH look great.

Questions:

- Guidelines and standards between chapters utilizing outside graphic design artists and Inc. capabilities?
- If you do not have someone on your board that is creative and you can afford it definitely utilize a outside source. A chapter can take what we brand and make it uniform. On a board level there's the free of hurting feelings, keep it professional.

PAST PRESIDENT– HELEN REED

Discussion:

- Reviewed positions of the organizational chart
- Structure change for 2013-2015 IBOD
- Under Director add Marketing Communications
- Add Director of Marketing Collateral
- With the world of social media it has become a different world of discipline to keep up with, a director in each position to help NEWH grow would be beneficial to get the word out about NEWH.
- All Directors should have committee chairs, good succession planning.
- Have a professional that writes press releases, PR News Wire is utilized through the NEWH office to send out press releases, \$400 to send out in your graphical region, call Diane or Shelia with questions.
- Need someone looking at print material, especially to update graphics
- Trying to stabilize marketing, one of the most important things for our brand awareness and consistently is critical, as much as we can accomplish out of the Inc. office the better. Need for something bigger. Everything needs to go through Inc. for consistency.
- Marketing at Chapter/Board levels/etc. Trying to keep it fresh.
- It's about brand awareness
- Julia: Success with PR Newswire, many hits for regional tradeshow, seen people that were new to NEWH
- Helen: Make sure whoever is in charge of your social media for your chapter utilizes the website to re-post items, especially for other members that travel and attend events.

WEBSITE: PHILIPPE TASSIN | Website Developer

Website Overview & Changes:

- Developer, online marketing, PR, design, coding, etc.
- Here to answer website questions
- Website is very flexible
- Would like feedback and learn about what you need
- Many options to create sub-websites and customize for chapters, can create tools to promote activities
- Site being upgraded to a newer system, faster with more flexibility
- Goal is to create a resource for everyone
- Needs to be constantly revolving and improving
- Website will stay the same, the database is being re-built, the way it's currently set up it creates a lot of redundancy that slows up the system, we're trying a new path and we're open for suggestions
- To get to Chapter page is a 3-step process, to access board documents is time consuming
- Looking at creating a dashboard that can be customized to the user
- Customizing a new interactive, member driven, user content base managed by community, shooting for end of year release, focus group to work on the what's in it for me aspect and how to make it useful
- Need for interactive resource to promote individual expertise
- 5 more slots open to attend focus group
- Beta launch and invitation only, to get more to join
- Have a need to market to chapter members and hospitality groups that are not members, we want to be the one network that everyone in hospitality wants to be a part of
- Need for one place for content, helping each other, communicating, vs. only Facebook, by sharing your expertise you're promoting yourself and business not as an advertisement but direct networking due to your contribution through volunteering
- Sustainable committee's downfall has been creating the needed educational content, have many avenues to update and keep current, need help how to organize how to pull content together.

- Build a tool that everyone can use easily to build their selected content
- The entire industry will be contributing to the data that goes in, this will save chapters time of managing and posting
- Easier way to integrate other portions of NEWH (Sustainability)
- User creates content, leaders shift items around, mobile and versatile uses
- Trying to achieve a must have media source
- Content needs to be attractive and motivating, marketing will be word of mouth, inviting key members, build excitement of creating knowledge
- Everyone invited to a beta launch, limited number of invitations to give away
- How do we reward members in merits, we want high quality content, long answers and good topics, point or badge system
- UK hard to market, can have multiple domain names and make system flexible, each domain can have its own banners, navigation, etc.
- Micro sites for each fundraiser, can set guidelines so the wheel doesn't need to be re-invented every time, can make a template, add payment integration, ask what we're going to offer, is it about registration, customize push button system that is centralized with reports and registration management.
- Once template it set up Diane/Shelia would do the rest of the work in house, figure out how many times per year and costs.
- Dwolla vs. PayPal has no credit card merchant fees. Goes straight to your account, immediate transfer, 3rd party source, .10 transaction charges.
- Credit card usage/fees cost NEWH \$16, 600
- Can do a vote process on updates/change requests

BREAK OUT: Group Discussions

Julia Marks: Break-Out Sessions:

1. What does NEWH do well and how can we do it better?
2. Regional Trade shows: Who is our target, how can we increase attendance, what's going well, need fresh ideas
3. Membership: Who are our members, who should they be, think of growth and who we will gain
4. Regional Chapter Level Marketing: Using social media
5. Scholarships students: Networking, events, getting students involved
6. Website: Where should it go, what should it be

GROUP ONE-Regional Trade shows:

- Atlanta April Tradeshow 400 attending, booths sold out right away, corporate sponsors automatically receive a booth, prices range from 800-1200 pending on area
- Because shows are small vendors have to get in right away to try to get a booth
- Vendors that could not get in had option of having information at a small table at after party, talked up option to vendors
- After parties big hit
- Successful to extend hours of show for those with a later work schedule
- Had raffle items, some exhibiting vendors brought their items downstairs to raffle, did a business card raffle vs. cash, idea to bring attention to vendors and products
- Houston and LA talked about utilizing transportation shuttles/tapping into companies to utilize/invite also good for sustainability reasons
- CEU's mixed reviews, some fully attended, timeframe could be a cause, ask when is the best time
- Tradeshow are meant to be small, more time to build relationships with vendors
- Vendors that came primarily to do a meet and greet, were not successful at the show
- Responsibilities are on Inc., Chapter to obtain location/venue and attendees
- Ask people if they would consider closing their firm, get a bus and bring people to the tradeshow, talk up the importance that it does not happen every year.
- Hold an Owner's Roundtable, ask participants to bring a guest or two
- Don't plan to close to HD (LA low turnout last year)
- Does not have to be held at a hotel
- Don't shoot your budget on your after party-plan carefully

Questions:

- NY holding 3-9pm, different market, holding Owner's Roundtable first as a luncheon, ticketed event, roundtable attendees receive tradeshow VIP preview, urban artists show down throughout event 4-8 with items raffled off at the end, on a Friday in June, each market is different, wine and cheese, sandwiches served later, must be present for raffle
- Good revenue, schedule is full, overhead is very low, to outsource it would not be profitable, primary goal is to build scholarship.

GROUP TWO-Membership:

- Every member is a member of the membership committee
- 4 chapters using buddy system, welcome letter or phone call, very important program
- Constantly outreaching to new and non-members
- Identify all board members at all events, be creative, TX wear a hat, do something to identify yourself to promote membership questions, many chapters do not do this at their events
- Rotating signage at each event that welcomes new members (listing/highlighting new members) find a way to identify new members to encourage conversation and networking

- Integrate interests of new member
- Shelia: Received an email from a new member, went to two meetings, no one approached them, they wanted a refund of their membership, very isolated. Take the new people whether they're a member or not and introduce them to others, protect our image and future membership.
- Try to find a diverse crowd, pull them into your committee/board, everyone has different strengths
- Encourage committee meetings held monthly at same time and place, many boards do not have committees, going back to the importance of this especially with social media
- Include culinary, graphic design, social media, invite them to board meetings/events
- Engaging student membership by mentoring, use speed mentor event, we all have to remember why we're here, we're here to help the students and provide scholarships.
- To mentor and teach how to be a successful business owner, how to make money, mentor and show how to do that
- Don't forget that NEWH is a business, show students how we individually got started
- Utilize printer tickets-online information can be overwhelming or use a save the date
- Open board meetings bring members and non-members, bring someone with a special talent(s)
- The more people at a board meeting bring more communication and success
- Houston/Dallas to submit a best practices for membership
- Concentrate how to have best practices between chapters to share between boards specifically for membership
- Raffle/sponsor "free membership", target someone you think might transform your board

Questions:

- Committees help with succession, increasing membership and more this has been a huge topic lately, keep trying, talk to students, let people know you're interested in them.
- DC Groundhog Day for volunteers, sign-up sheet with descriptions set up throughout restaurant, had 50-60 people that they had never seen before, increased by 30 members and committee help.

GROUP THREE-Marketing:

- Website: most people are there to RSVP for events, how do we capitalize once they're there
- Have a visual with their name and photo like Facebook once they're registered, encourage people to come back, view pictures post what they thought of the event, link to a profile would encourage membership
- Push for value to drive people to website
- RSVP for event receive a broadcast of upcoming events, capitalize on traffic
- What's the value of being a member of NEWH, we are of a value and affordable compared to other groups (ASID)
- 2 or 3 administrators to a Facebook page so information remains clear and uniform
- Group page for chapter board members for conversation vs. flooding business email, can follow-up with committee topics/questions/etc.
- Ability to post on all of social media simultaneously
- Have key barcodes at events and badges, invite them to check in, like your page/event
- Use insights page on Facebook to see where your traffic is going what people are looking for
- Best practice of what's working for other chapters
- Post to other organizations: manufacturers, schools, student groups, businesses
- Use of a graphic designer and NEWH Inc. office, with time crunch it's valuable to have graphic designer on call, utilize a student to help out in exchange they are able to market themselves.

Questions:

- Use check in event. Reach out to people on board for graphic designers vs. paying out from a chapter

GROUP FOUR –Scholarship:

- Outreach to schools provide networking, career ideas for students
- Scholarship caters to a variety of disciplines culinary, design, architecture, etc.
- Most students awarded through a ceremony, dinner, panel, wine tasting
- Company sponsored scholarships are a good alternative
- Participation and support from faculty and variety of schools is a challenge
- Go to where the students are: Facebook, website pages, etc.
- Explain networking and importance to students
- Lunch and learn events at schools
- Follow-up with students after graduation
- Student Liaison/alumni for each school is needed to promote scholarship and chapter activities
- Job Fairs to promote scholarship other than school
- Top candidates, do a mini-interview in-front of board
- Questionnaire after scholarship is presented to engage students into committees based on their interests.

Questions:

- Remind that full-time educators can join free, ask them to promote and encourage students, professors are a huge help to draw in students.

GROUP FIVE-Website:

- Facebook integration to website helpful, search features, sponsor areas, tools available
- Improvement: each chapter have own domain name, information be easier to reach

- Have events page, Facebook events don't work except sundowners
- Dropbox style downloader for photos-archiving
- Flickr defaults back to old photos
- Have a mobile app
- Codes on Facebook

Questions:

- Event check-in slow, computer slow, problems with 1 credit card machine. iPad/iPhone app. Square app is a tiny device, paperless, fees less than regular credit card processing, gismo is free, detailed questions regarding bank accounts, etc. this would need to go through Inc. office. Info' goes to phone and email address.
- Look at discounted price at the door, publish cash only at the door to avoid merchant fees, pre-registration is great
- Issue of people trying to buy a raffle ticket at the door and admission price
- Credit card scanner doesn't help organize what funds were for raffle and what funds are for admission
- Square immediately goes through bank account next day-you would need to track it right away to specify funds
- Big events you could do separate lines for pre-paid, not paid yet anything to speed up process
- Separate table for raffle tickets
- Guess list services that are inexpensive that integrate with iPad contains forms/RSVPs/lists/check in people at the door.

NEW BUSINESS

Date: May 14, 2012

Motion Number: 3

MOTION TO MAKE CHANGES TO ORGANIZATIONAL CHART

I, Helen Reed, move to make a motion to make two changes under the organizational chart.

Motion seconded by: Andy Schaidler

VOTE COUNT:

YEA: 15 NAY: ABSTENTION:

STATUS OF MOTION:

Carried: Defeated:

-Email notes from break out session to:

Stacey@bermanpurchasing.com

-Return completed Code of Ethics forms to Nicole Crawford at NEWH Inc. office:

NEWH Inc.

PO BOX 322

Shawano, WI 54166

Email: Nicole.crawford@newh.org

Fax: 800.639.6394

Adjournment:

- Thank-you for attending
- Last year VP Job Descriptions were updated, this year Director Job descriptions need to be updated.
- How you are doing it, what your time commitments are. Form in board packet, work on right away, due date June 15th.
- Ballots out in August, anyone eligible to run will be listed, due back in before September
- Next meeting September 10th in Miami
- Board Reports due 30-days prior to meeting (August 10th)
- A lot of history/knowledge in the room, introduce yourself, share and network
- Questions on board reports will be distributed to proper person, answers to follow
- Thank-you for your participation you make us, who we are, thank-you for your participation

Motion Number: 6

I, Andy Schaidler, move that the meeting be adjourned

Motion seconded by: Helen Reed

VOTE COUNT:

YEA: 15 NAY: 0 ABSTENTION: 0

STATUS OF MOTION:

Carried: Defeated:

PRESIDENT

JULIA MARKS

Job Purpose:

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

2012 GOALS

1. Continue to support NEWH and its mission
2. To promote and strengthen NEWH as the premier industry network
3. To support the EC, IBOD, Delegates and Chapter members with achieving their goals
4. To represent NEWH at local and international events in the industry
5. Work with NEWH Committees in achieving their goals
6. To keep lines of communication open between Chapters, IBOD and EC
7. Work on fundraising and partnership opportunities on behalf of the organization
8. Build on our current successes, focus our goals to our strengths

STEPS TO ACHIEVE GOALS

1. Attend meetings on behalf of NEWH with Corporate Partners to update and keep them informed with the current events of NEWH, Including Founder's Circle with our Corporate Partners where we always receive valuable feedback from our Partners regarding how to continually strengthen and build our relationships with them
2. Work with the EC regarding Goals and planning. Review their goals throughout the year and work on their Project Scope Documents, oversee that timelines are met as outlined in Strategic planning sessions
3. Conduct Conference calls with Chapter's Boards as required regarding issues that may arise, provide feedback and suggestions for resolutions if required.
4. Conduct quarterly conference calls with Chapter President's and VP's with agenda and followed by an open forum that keeps the communication open between everyone and allows for questions to be answered regarding any issues that may have risen since last call.
5. Work with Chapters and the organization of their boards, suggestion succession planning opportunities and other options for the continual growth of their boards.
6. Provide agenda and conduct bi-monthly conference calls with EC.
7. Follow up with Chapter Delegates and IBOD to make sure that all reports are received on time so that they can be included in the final reports for our Board meetings.
8. Help board members and committees to focus on fewer goals and projects allowing for greater success

LONG TERM GOALS FOR THIS POSITION

1. To create an open forum of communication and teamwork with

a sense of unity throughout our chapters and NEWH Inc

2. To grow our international presence and recognition as The Hospitality Industry Network

OTHER REPORT ITEMS

1. I am sorry I will not be here in Miami to meet with you all! With any luck I will have my little girl, Ella Chikako Rose Marks and I will be sending a photo for you to meet her OR I will be sitting on the couch wishing she would come on out already. Either way, I will miss our Miami meeting and hope you all have a wonderful and successful trip and fall. I look forward to seeing you in New York in November!
2. Shelia and I had a very successful trip to Hong Kong, where we discussed opportunities with local reps and design firms about starting an NEWH Asia Pacific chapter. There is some definite interest and few committee people on board. The struggle will be dealing with language and of course starting something new. The good news is we are known in Hong Kong and the major Chinese cities and with the appropriate people on the ground believe this could be a great opportunity for NEWH members and the Asian design community.
3. I am getting very excited about the growth of our Leadership Conference in San Francisco this coming January. Please be sure to set aside chapter funds to send your board members, students and special volunteers to attend! Congrats to our LC committee and thank you all for your hard work, it's crunch time but I know it's going to be great.
4. Communication – I would like to continue to stress the importance of communication and the overlap of board director positions. So many positions touch each other in some way where the expertise of another director may be invaluable to your success. Please reach out to each other, particularly our marketing and sustainable teams who have a great impact on all of our events and programs.
5. Along those same lines, please offer respect and encouragement to your fellow board members. We are all volunteers and we have outside lives and jobs but at the same time your board position is a commitment and other people are counting on you. If you find you are struggling please ask for help and if you find that, you are not getting the support you need please come to us and let's discuss it. My door is always open.
6. Thank you all for your continued efforts on behalf of NEWH!

As always, I am here to help with anything you may need, please feel free to contact me anytime.

SECRETARY

STACEY BERMAN

Job Purpose

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

2012 GOALS

1. Record minutes in a timely matter from EC Conference Calls
2. Draft Board meeting minutes/highlights in synopsis form to be sent to all Directors within 2 weeks of meetings

3. Communicate with Chapter Secretaries the importance of getting their reports in timely

2. Attend and facilitate quarterly discipline calls with Secretaries and Treasurers

STEPS TO ACHIEVE GOALS

1. Compile minutes from EC Conference Calls, EC Board Meetings, EC Wrap up meetings even if draft form within two weeks of such event to better keep those who are not in attendance aware of current discussions

REVIEW OF GOALS

1. Conference calls have been very informative – but have not been very well attended. These would be even better if we had more input from a wider range of chapter attendees.

NEWH BOARD TRAINING SCHEDULE

| Shaded = training occurred or is scheduled | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|--|------------------|-------------------|-------------------|---------------------|--------------------|-------------------|-----------|-----------|-----------|-----------|
| ARIZONA | | In person 4/11/08 | | In person 12/1/10 | | Webinar | IN PERSON | Webinar | Webinar | In person |
| ATLANTA | | | In person 3/14/09 | | | In Person 3/10/12 | Webinar | Webinar | In person | Webinar |
| ATLANTIC CITY | | In person 3/1/08 | | Webinar 12/6/10 | | In Person 2/25/12 | Webinar | In person | Webinar | Webinar |
| CHICAGO | In person 2/07 | In person 1/2008 | | In person 10/23/10 | | Webinar | IN PERSON | Webinar | Webinar | In person |
| DALLAS | | In person 1/26/08 | | In person 10/8/10 | | Webinar | IN PERSON | Webinar | Webinar | In person |
| HOUSTON | | | | In person 10/7/10 | | Webinar | IN PERSON | Webinar | Webinar | In person |
| LAS VEGAS | | In person 8/16/08 | | Webinar 8/3/10 | | In Person 1/28/12 | Webinar | In person | Webinar | Webinar |
| LOS ANGELES | In person 2007 | | | In person 1/30/2010 | | Webinar | IN PERSON | Webinar | Webinar | In person |
| NEW YORK | In person 2007 | | | Webinar 2/27/10 | | In Person 2/11/12 | Webinar | In person | Webinar | Webinar |
| NORTH CAROLINA | | | | Webinar 6/30/10 | | Webinar 4/26/12 | TBD | Webinar | In person | Webinar |
| NORTH CENTRAL | In person 5/5/07 | | | Webinar 3/22/10 | In person 3/5/11 | Webinar | Webinar | In person | In person | webinar |
| NORTHWEST | | | Webinar 11/14/09 | Webinar | In person 12/3/11 | Webinar | Webinar | In person | Webinar | Webinar |
| ORANGE COUNTY | | | | In person 9/28/10 | | TBD | TBD | Webinar | Webinar | In person |
| ROCKY MOUNTAIN | | | | In person 2/5/10 | | Webinar | IN PERSON | Webinar | Webinar | In person |
| SAN DIEGO | | | | In person 9/28/10 | | TBD | TBD | Webinar | Webinar | In person |
| SAN FRANCISCO | | | | Chartered 2010 | In person 2/26/11 | Webinar | Webinar | In person | Webinar | Webinar |
| SOUTH FLORIDA | In person 3/07 | | | | | In person 1/21/12 | Webinar | Webinar | In person | Webinar |
| SUNSHINE | In person 2007 | | In person 1/31/09 | | In person 2/5/11 | Webinar | Webinar | In person | Webinar | Webinar |
| TORONTO | | In person 12/6/08 | | Webinar 1/24/11 | In person 10/15/11 | Webinar | Webinar | In person | Webinar | Webinar |
| UNITED KINGDOM | | | | | | Webinar | Webinar | Webinar | Webinar | Webinar |
| VANCOUVER | | | | Webinar 2/10/10 | | Webinar 3/6/12 | TBD | In person | Webinar | Webinar |
| VIRGINIA | | | In person 3/28/09 | | | TBD | TBD | Webinar | In person | Webinar |
| WASH DC | In person 2007 | | Webinar 10/22/09 | | | In Person 2/16/12 | Webinar | In person | Webinar | webinar |

RECEIPT OF MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN

| Chapters | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Budget | Business Plan |
|---------------|-----|-----|-----|-------|-----|------|------|-----|------|-----|-----|-----|--------|---------------|
| Arizona | Yes | Yes | Yes | Yes | Yes | Yes | | | | | | | Yes | Yes |
| Atlanta | Yes | Yes | Yes | Yes | Yes | | Yes | Yes | | | | | | |
| Atlantic City | Yes | Yes | Yes | Yes | Yes | Yes | N/A | | | | | | N/A | |
| Chicago | Yes | Yes | Yes | Yes | Yes | Yes | N/A | Yes | | | | | | |
| Dallas | Yes | Yes | Yes | Yes | Yes | Yes | Yes | | | | | | Yes | |
| Houston | Yes | Yes | N/A | | | | Yes | N/A | | | | | | |
| Las Vegas | Yes | Yes | Yes | Yes | Yes | N/A | Yes | | | | | | Yes | |
| Los Angeles | Yes | Yes | Yes | Yes | Yes | | Yes | Yes | | | | | Yes | |
| New York | Yes | Yes | Yes | Yes | Yes | | Yes | | | | | | Yes | |
| North Central | Yes | Yes | Yes | Yes | Yes | Yes | Yes | | | | | | Yes | Yes |
| Northwest | Yes | Yes | Yes | Yes | Yes | Yes | N/A | N/A | | | | | Yes | Yes |

| | | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|--|--|--|-----|-----|--|
| Rocky Mountain | Yes | Yes | Yes | | Yes | | | | | | | | | | | | | | |
| S. Florida | Yes | Yes | Yes | Yes | Yes | Yes | | | | | | | | | | | | | |
| San Francisco Bay | Yes | Yes | Yes | | Yes | Yes | Yes | | | | | | | | | | Yes | Yes | |
| Sunshine | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | | | | | | | | | Yes | Yes | |
| Toronto | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | | | | | | | | | Yes | | |
| UK | Yes | Yes | Yes | Yes | | Yes | Yes | Yes | | | | | | | | | | | |
| Washington, DC | | | | Yes | Yes | Yes | Yes | | | | | | | | | | Yes | Yes | |
| Regional Groups (Minutes once a quarter) | | | | | | | | | | | | | | | | | | | |
| of the Carolinas | | | | | | | | | Yes | | | | | | | | | | |
| Orange County | | | | | | | | | Yes | | | | | | | | | | |
| San Diego | | | | | | | | | | | | | | | | | | | |
| Vancouver | Yes | | | | | | | | | | | | | | | | | | |
| Virginia | | | | | | | | | | | | | | | | | | | |

VP/FINANCE

JUDY REGAN

Job Purpose

- Keep and maintain, or cause to be kept and maintained, adequate and correct books and records of the properties and business transactions of the corporation, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, retained earnings, and other matters customarily included in financial statements
- Regularly review income and expenditures with Executive Committee to ensure knowledge of financial affairs and status of the organization is clear

The chapters are doing well, fiduciarily - the bank statements are being perused in the NEWH, Inc. office and reports can be printed for board reports at the chapter level. There are still very few chapter treasurers attending the quarterly conference calls - remember that we are here to help and answer any questions. There is also infor-

mation and answers on the NEWH website.

Please take the time to look at the attached worksheet for NEWH, Inc. and the chapters. With careful stewardship, we are a financially stable association.

| BANK BALANCES | |
|----------------------------------|---------------|
| account balances as of 4/30/2012 | |
| General | \$ 285,977.36 |
| Scholarship | 74,920.37 |
| Money Market | 33,666.71 |
| Long Term Reserve Account | 100,000.00 |
| Cash Reserve Account | 50,000.00 |
| CD | 100,000.00 |
| NEWH, Inc. acct in Canada | 36,150.20 |

| Chapter | Annual Budget Rec'd | Statement from Bank | Labeling eks and deposits | Updated Signature Cards | Current on tax matters for 2011 | 2011 Fundraising Remittance | 2011 to date Fundraising %*** | 2011 Monies transferred to Scholarship Acct | 2012 Fundraising Remittance | 2012 to date Fundraising %*** | 2012 Monies transferred to Scholarship Acct | Checking Bal | Date | Scholarship Bal | Date | CD | Date |
|------------------------|---------------------|---------------------|---------------------------|-------------------------|---------------------------------|-----------------------------|-------------------------------|---|-----------------------------|-------------------------------|---|--------------|---------|-----------------|---------|-----------|---------|
| Arizona | X | X | X | X | X | Yes | 79% | - | invoiced | 66% | 3,290.07 | 4,775.71 | 7/31/12 | 3,066.85 | 7/31/12 | | |
| Atlanta | | X | X | X | X | Yes | 45% | 17,341.05 | need info | 0% | - | 38,325.62 | 8/31/12 | 19,500.85 | 8/31/12 | | |
| Atlantic City | | X | X | X | X | 0 | 0% | - | N/A | 0% | - | 19,109.37 | 8/31/12 | 2,538.02 | 8/31/12 | | |
| Chicago | | X | X | X | X | Yes | 64% | 5,900.00 | invoiced | 56% | 41,896.47 | 54,301.65 | 7/31/12 | 55,100.48 | 7/31/12 | 11,634.90 | 7/31/12 |
| Dallas | X | X | X | X | X | Yes | 47% | 27,100.00 | N/A | 0% | - | 22,139.98 | 7/31/12 | 23,879.12 | 7/31/12 | | |
| Greater New York | X | X | X | X | X | Yes | 60% | 5,000.00 | invoiced | 47% | 40,000.00 | 30,516.55 | 8/31/12 | 43,910.68 | 8/31/12 | | |
| Houston | | X | X | X | X | Yes | 68% | 900.00 | need info | 0% | 8,167.15 | 18,951.67 | 7/31/12 | 13,253.62 | 7/31/12 | | |
| Las Vegas | X | X | X | X | X | Yes | 24% | - | need info | 0% | 38,036.51 | 10,846.87 | 7/31/12 | 59,088.65 | 7/31/12 | 52,295.96 | 3/4/12 |
| Los Angeles Founding | X | X | X | X | X | Yes | 0% | 110,284.71 | N/A | 0% | 8,541.58 | 81,257.25 | 8/31/12 | 105,013.17 | 8/31/12 | | |
| North Central | X | X | X | X | X | N/A | 0% | 9,600.00 | N/A | 0% | - | 16,066.46 | 8/31/12 | 16,407.08 | 8/31/12 | | |
| Northwest | X | X | X | X | X | 0 | 0% | 100.00 | need info | 0% | 7,000.00 | 23,907.64 | 8/31/12 | 13,699.88 | 8/31/12 | | |
| Rocky Mountain | | X | X | X | X | Yes | 17% | 13,272.08 | invoiced | 100% | - | 22,667.98 | 8/31/12 | 6,445.75 | 8/31/12 | | |
| San Francisco Bay Area | X | X | X | X | X | Yes | 47% | 9,758.32 | N/A | 0% | - | 27,674.58 | 8/31/12 | 9,798.42 | 8/31/12 | | |
| South Florida | | X | X | X | X | invoiced | 35% | - | need info | 0% | - | 24,321.71 | 8/31/12 | 23,896.31 | 8/31/12 | | |
| Sunshine | X | X | X | X | X | Yes | 16% | 22,339.28 | invoiced | 8% | 10,200.00 | 40,621.98 | 8/31/12 | 38,737.38 | 8/31/12 | | |
| Toronto | X | X | | | | | 41% | | | 0% | | 12,321.30 | 7/31/12 | 27,526.22 | 7/31/12 | | |
| United Kingdom | | | | | | | | | | | | | | | | | |
| Washington DC Metro | X | X | X | X | X | Yes | 49% | 335.00 | N/A | 0% | - | 138,839.96 | 7/31/12 | 15,782.92 | 7/31/12 | 40,093.59 | 7/31/12 |
| Regional Groups | | | | | | | | | | | | | | | | | |
| North Carolina | | | | | | | | | | | | | | 1,651.00 | 8/31/12 | | |
| Orange County | | | | | | | | | | | | | | 1,240.00 | 8/31/12 | | |
| San Diego | | | | | | | | | | | | | | 15,908.86 | 8/31/12 | | |
| Vancouver | | | | | | | | | | | | | | | | | |
| Virginia | | | | | | | | | | | | | | 9,653.79 | 8/31/12 | | |

2012 BUDGET

| | INCOME | EXPENSE |
|----------------------------------|------------------------|------------------------|
| President | - | 4,722.76 |
| President Elect | - | - |
| Past President | - | 6,405.28 |
| Executive Adviser | - | 525.27 |
| Secretary | - | 419.67 |
| Board Training | - | 4,877.96 |
| Vice President Finance | - | 804.46 |
| Travel / Delegate | - | 8,690.43 |
| Vice President/Education | - | 401.80 |
| Scholarship | 410.00 | 1,049.63 |
| Continuing Education | 10,000.00 | 78.15 |
| Sustainable Scholarship | 13,333.33 | 17,256.72 |
| ICON Scholarship | - | 1,189.74 |
| Vendor Scholarship | 3,000.00 | 3,175.42 |
| VP/Membership | - | 1,620.08 |
| Membership | 192,227.37 | 78,710.00 |
| Expansion | - | 465.80 |
| VP/Development | - | 1,347.89 |
| Corporate Partner Development | 352,499.98 | 7,935.50 |
| Fundraising | 59,725.97 | 2,377.43 |
| VP/Marketing | - | 1,450.61 |
| Marketing | - | 2,112.98 |
| Internet Communications | - | 594.50 |
| Public Relations | - | 2,418.86 |
| NEWH Magazine | - | 12,081.55 |
| NEWH Awards | - | - |
| VP/Events | - | 901.65 |
| Tradeshows/USA | 5,000 | 15,572.02 |
| Tradeshows/other | - | - |
| Tradeshows/Regional | 631,513.50 | 323,604.39 |
| NEWH Nat'l/Leadership Conference | - | 13,294.35 |
| VP/Sustainability | - | 1,023.00 |
| Sustainable Conference | 1,990.00 | 3,815.45 |
| Sustainable Hospitality | 320.00 | 6,256.63 |
| Administration | 1,725.00 | 334,727.04 |
| NEWH Governing Board Mtg. | - | 5,306.74 |
| Website | 11,940.00 | 17,667.02 |
| Publications | - | 3,200.95 |
| Reimbursable | 213,126.13 | 230,037.33 |
| Reserve Acct. | - | 33,666.71 |
| Bank/Credit Card | - | 5,868.70 |
| Totals | \$ 1,497,404.35 | \$ 1,246,678.18 |

VP/EDUCATION

CHRISTINE WASMER

Job Purpose

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

2012 GOALS - REVIEW

- Scholarship** – Assist Director of Scholarship in the execution of all current scholarship initiatives including vendor scholarships and ICONS. Interface with BOD Directors of Scholarship and Education via quarterly conference calls. Interface with Chapter Directors via quarterly discipline calls.

- Scholarship Succession:** Assist Director of Scholarship in finding an eligible, dedicated successor for the position of Scholarship Director for the NEWH Inc. Board of Directors. This will allow the current Scholarship Director to ascend to position of V.P. Education. Current V.P. Education will step down from this position once a new Scholarship Director is appointed. Anyone interest-

ed in the position of NEWH BOD Scholarship Director, please contact Chris Wasmer – wasmer@roadrunner.com or by phone: 714-670-0381.

- **Sustainable Hospitality Committee:** working within this committee and with the assistance of the Director of Scholarship, research and implement new competition to begin in fall of 2012. Working with Sustainable Hospitality Committee, identify potential sponsors for future competitions.
- **Education** – Assist Director of Continuing Education to form exploratory committee to redefine NEWH mission and goals as a provider organization for continuing education.

STEPS TAKEN TO ACHIEVE GOALS

• **ICON OF the INDUSTRY**

Our 2012-2013 ICON of the Industry was announced at the Platinum Circle Awards – Herbert V. Kohler Jr.

A \$5,000 Student Scholarship in honor of Mr. Kohler will be awarded at the Gold Key Awards Breakfast

to one exemplary student that has completed at least half of the requirements for a degree that will

lead to a career in the Hospitality or Textiles Industries. It requires that the student have a minimum 3.0

GPA and have participated in an industry internship.

A \$3,500 runner up Student Scholarship award will be given at 2013 Platinum Circle event in Las Vegas, NV. Packets have been sent to schools with deadline for applicants to submit by September 12, 2012.

• **Sustainable Design Competition – 2012-2013**

Thank you to **JLF Ionemeadow and Valley Forge Fabrics** for their continued enthusiastic support and sponsorship.

The current competition – **“The Sustainable Guest Experience- RESTAURANT/NIGHTCLUB”** has been released to schools. Letters of intent from students are due December 7th, 2012, with the final submission of projects due February 15th, 2013.

Award of these scholarships will be made at HD Expo 2013, at the Mandalay Bay Convention Center in Las Vegas (room to be announced).

Winners selected by our judges will receive:

\$5000 Award for Undergraduate Project Submittal.

\$5000 Award for Graduate Project Submittal.

• **Leadership Conference – January 2013**

Chapters please coordinate now with interested students and scholarship recipients your chapter would like to send to the Leadership Conference. This is an amazing opportunity especially for scholarship recipients working in the hospitality field. Discuss the selections and budget with your chapter at your next board meeting, chapter scholarship funds may be used to provide transportation/lodging for students.

Please submit final attendee names and contact information to Nicole Crawford at NEWH Inc., Nicole.crawford@newh.org 800.593.6394. Nicole will be in contact with you to obtain student photos, information, details for the event.

- **Education** – A follow up call is set for Thursday August 16th with members from the EC, Director of Continuing Education and Director of Scholarship. Changes initiated by IDCEC with regard to it's relationship with NEWH as an associate member organization necessitates a redefinition of our goals and approach to providing the NEWH unique brand of hospitality related CEU's. Currently we are establishing a timeline/history of NEWH CEU program from original implementation by the Los Angeles Founding Chapter to the present. This will serve as our credentials/resume of experience. Professionals from the industry are being sought to fill positions on NEWH CEU Approval Panel. We are seeking two of each: Architects, Interior Designers, Engineers, USGBC, Code Professionals, and Educators. If you are interested in working on this initiative, please contact Chris Wasmer – wasmer@roadrunner.com.
- **Discipline Calls:** Discipline calls have been set and implemented per a predetermined calendar of quarterly discipline calls respectively for BOD Directors' Scholarship and Education and separately with Chapter Directors. The next call is scheduled for September 25th. Two call times are available. Chapter Scholarship Directors, Presidents and other interested parties are welcome.
- **Board Training Manual update:** Guidelines for scholarships and other changes/updates to be made to Board Manual – is an on-going process. Please submit any changes/updates you feel should be made to VP Education or the NEWH Inc. office.
- **Website updates/correction as necessary:** Working with Director of Scholarship, update any and all scholarship information as necessary on website.

LONG TERM GOALS FOR THIS POSITION

- Provide/assist for a smooth transition for our new VP Education by giving assistance and counsel as needed to maintain effectiveness of all NEWH Scholarship & Education initiative and programs.
- Provide and plan for smooth interface/interaction between activities of Scholarship and Education at all levels within NEWH Inc./Chapters.
- Ongoing - Define job responsibilities and timeline of all ongoing initiatives overseen by V.P. Education for use by future occupants of this position.
- Communication outreach to schools/programs supported by Chapter and Inc. scholarships via use of social media, i.e., Facebook and or NEWH Inc./ website.

SCHOLARSHIP

ANDREA THOMAS

Job Purpose

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

2012 GOALS

- Transition into the position of VP of Education and help find a suitable candidate for the Director of Scholarship position on the Board of Directors.
- Select the two 2012-2013 ICON scholarship recipients with the VP of Education. Scholarship packets went out in June and the selected student will receive the award at the IHMRS Gold Key Breakfast in New York. November 12, 2012. The second scholarship is awarded at HD in 2013.
- Communicate with and support chapter scholarship directors.
- Continue updating the Chapter Board Manual for inclusion of additional criteria on types of scholarships and relevance of the sample letters.
- Ongoing review and update of scholarship information for the website
- Implement and find judges for the 2012/2013 Sustainable Hospitality Design Competition, which is “The Sustainable Guest Experience – Restaurant/Nightclub. Packets were sent to the schools in July of 2012 so that the design program instructors will have more time to incorporate the projects into the fall cur-

riculum as class projects. The deadline for Intent to Participate forms is December 7, 2012 and submittal of projects will be due on February 15, 2013.

7. Assist the VP of Education in establishment of an NEWH CEU program, where necessary.
8. Assist in planning the " Scholar Dinner" for the Leadership Conference, as well as finding potential speakers and panelists for conference presentations.

STEPS TO ACHIEVE GOALS

1. Attend bimonthly EC calls and work with the VP of Education to facilitate the transition.
2. Research qualifications of and interest on the part of the Chapter Scholarship Directors, to be considered for the Director of Scholarship.
3. Facilitate quarterly conference calls with Chapter Scholarship

- Directors, as well as participate in quarterly Education calls with the VP of Education and Director of Education.
4. Share information about the ICON and vendor scholarships, as well as the Sustainable Design Competition with Chapter Directors, encouraging them to publicize these opportunities to the schools they deal with in their areas.
 5. Participate in CEU conference calls with the committee.
 6. Communicate with VP/Marketing and Leadership Committee.

LONG TERM GOALS FOR THIS POSITION

1. Create a smooth transition into the position of VP/Education and strive to maintain the quality of work exemplified by my predecessor.
2. Utilize social media for communication to create new opportunities and accomplish goals relating to Scholarship initiatives.

SCHOLARSHIP AWARD REPORT

| Chapter | 2012 | total # of awards | Total Given |
|--|-------------------|-------------------|---------------------|
| Arizona | 3,000.00 | 94 | 89,350.00 |
| Atlanta | 15,000.00 | 112 | 191,680.00 |
| Atlantic City | 0 | 2 | 3,000.00 |
| Chicago | 0 | 73 | 149,000.00 |
| Dallas | 30,000.00 | 128 | 230,200.00 |
| Houston | 8,000.00 | 90 | 91,125.00 |
| Las Vegas | 20,500.00 | 118 | 262,554.00 |
| Los Angeles Founding Chapter | 25,500.00 | 297 | 590,175.00 |
| New York | 25,000.00 | 190 | 431,500.00 |
| North Central | 0 | 25 | 28,500.00 |
| Northwest | 0 | 25 | 37,500.00 |
| Orange County (Southern Counties) | 0 | 54 | 53,200.00 |
| Rocky Mountain | 4,000.00 | 29 | 49,700.00 |
| South Florida | 10,000.00 | 68 | 104,000.00 |
| San Diego | 0 | 4 | 3,600.00 |
| Sunshine | 6,000.00 | 51 | 129,500.00 |
| Toronto | 0 | 23 | CAD 41,000.00 |
| United Kingdom | 4,500.00 | 4 | GBP 7,000.00 |
| Virginia | 0 | 8 | 16,500.00 |
| Washington DC Metropolitan | 20,000.00 | 91 | 195,100.00 |
| New England | 0 | 26 | 18,950.00 |
| NEWH ICON of Industry | 8,500.00 | 15 | 62,000.00 |
| Sustainable Design Competition/Student | 10,000.00 | 7 | 35,000.00 |
| Sustainable Design Competition/School | 5,000.00 | 6 | 30,000.00 |
| Vendor | 3,000.00 | 7 | 21,500.00 |
| TOTALS | 198,000.00 | 1,545 | 2,878,634.00 |

CONTINUING EDUCATION

MARY ANN THORNAM

Job Purpose

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

A follow up call is set for Thursday August 16 with members from the EC, Director of Continuing Education and Director of Scholarship. Changes initiated by IDCEC with regard to its relationship with NEWH as an associate member organization necessitates a redefinition of our goals and approach to providing the NEWH unique brand

of hospitality related CEU's. Currently we are establishing a timeline/history of NEWH CEU program from original implementation by the Los Angeles Founding Chapter to the present. This will serve as our credentials/resume of experience. Professionals from the industry are being sought to fill positions on NEWH CEU Approval Pan-

el. Seeking two of each: Architects, Interior Designers, Engineers, USGBC, Code Professionals, and Educators. If you are interested in

working on this initiative, please contact Chris Wasmer – wasmer@roadrunner.com.

VP/MEMBERSHIP

TINA LOCKWOOD

Job Purpose

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

CURRENT PROGRESS:

- Together with Todd Fuller, Director of Membership, and Lee Brotsker, Director of Expansion, Conference Calls have been slated quarterly with the Chapters. Although not all Chapters participate the interaction and information is great. The Inc office then sends out minutes with high points to all Membership Directors.
- NEWH has 18 active Chapters and 5 major Regional Groups: North Carolina, Orange County, San Diego, Vancouver and Virginia. There is much interest in Asia, UK and Canada for Regional expansion.
- NEWH Inc will have a Complimentary Continental Breakfast for our Regional Members at the booth during the HD Boutique tradeshow.
- Focus on Target Groups for Growth and Expansion as determined in EC training
- Increase the awareness of NEWH, Inc. by working with NEWH, Inc.; building a greater awareness of the Brand.
- Produce revenue for NEWH, Inc through increase in membership on a National and International Level.
- Work with chapters looking at past and current ideas for ways of recruiting members and keeping members.
- Promote Business Memberships in the industry and help increase business membership on a local, national and international level.
- Review opportunities for expansion of NEWH, Inc on a national and International Level.
- Identify locations of future chapters and organizing groups to make sure that the new chapters will meet the guidelines of NEWH, Inc.
- Work with Organizing Groups/future chapters in promoting the NEWH name and recognition in their specific area.

2012 VP MEMBERSHIP GOALS:

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

MEMBERSHIP

TODD BAXTER

Job Purpose

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

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

2012 GOALS

- Work on Behalf of NEWH, Inc. to increase membership on a national and international level.
- Focus on target groups for growth of membership
- Increase awareness of NEWH, Inc. by working with NEWH, Inc; building a greater awareness of the Brand
- Produce revenue for NEWH, Inc. through increased membership on a national and international level
- Working with chapters to utilize current, past, and new ideas to recruit members and to keep members
- Talk with each Director of Membership from every chapter to make sure they understand their position and help them to be more effective.
- Promote Business Level Memberships on local, national, and international levels.
- Work closely with the Vice President of Membership to make sure that our goals are achieved.

LONG TERM GOALS FOR THIS POSITION

STEPS TO ACHIEVE GOALS

- Continue with the success of the quarterly conference calls. They continue to be an incredible tool for sharing information and ideas.
- Develop guidelines for chapters that would help interest potential members for their area and keep unemployed members involved.
- Work with organizing groups/ future chapters in promoting the NEWH name and recognition in their specific area.

MEMBERSHIP REPORT BY CHAPTER

| chapter | 2011 Year End | 2011 Year End w/ Students | 2012 to date | 2012 to date w/ Students | since January Meeting does not include | 2012 non-renewals | | 2012 new members/ past returning | | voting members | non-voting | students |
|----------------------|---------------|---------------------------|--------------|--------------------------|--|-------------------|-------|----------------------------------|-------|----------------|------------|----------|
| | | | | | | | | | | | | |
| Arizona | 58 | 62 | 63 | 67 | 9% | 14 | 24.1% | 23 | 36.5% | 43 | 20 | 4 |
| Atlanta | 269 | 292 | 236 | 291 | -12% | 74 | 27.5% | 63 | 26.7% | 199 | 37 | 55 |
| Atlantic City/Philly | 62 | 68 | 55 | 68 | -11% | 16 | 25.8% | 14 | 25.5% | 49 | 6 | 13 |
| Chicago | 264 | 312 | 204 | 303 | -23% | 92 | 34.8% | 40 | 19.6% | 141 | 63 | 99 |

| | | | | | | | | | | | | |
|-----------------------|------|------|------|------|------|------|-------|-----|-------|------|-----|------|
| Dallas | 289 | 395 | 264 | 405 | -9% | 82 | 28.4% | 72 | 27.3% | 217 | 47 | 141 |
| Houston | 179 | 250 | 134 | 260 | -25% | 62 | 34.6% | 19 | 14.2% | 85 | 49 | 126 |
| Las Vegas | 132 | 165 | 114 | 167 | -14% | 39 | 29.5% | 28 | 24.6% | 79 | 35 | 53 |
| Los Angeles Founding | 278 | 315 | 213 | 273 | -23% | 86 | 30.9% | 51 | 23.9% | 167 | 46 | 60 |
| New York | 335 | 494 | 312 | 494 | -7% | 108 | 32.2% | 106 | 34.0% | 220 | 92 | 182 |
| North Central | 139 | 236 | 108 | 246 | -22% | 36 | 25.9% | 16 | 14.8% | 62 | 46 | 138 |
| Northwest | 122 | 139 | 117 | 145 | -4% | 34 | 27.9% | 29 | 24.8% | 91 | 26 | 28 |
| Rocky Mountain | 106 | 116 | 93 | 124 | -12% | 29 | 27.4% | 19 | 20.4% | 79 | 14 | 31 |
| San Francisco Bay | 101 | 133 | 104 | 164 | 3% | 28 | 27.7% | 35 | 33.7% | 87 | 17 | 60 |
| South Florida | 193 | 239 | 128 | 192 | -34% | 62 | 32.1% | 18 | 14.1% | 86 | 42 | 64 |
| Sunshine | 215 | 286 | 206 | 251 | -4% | 78 | 36.3% | 42 | 20.4% | 155 | 51 | 45 |
| Toronto | 102 | 122 | 121 | 155 | 19% | 22 | 21.6% | 44 | 36.4% | 101 | 20 | 34 |
| United Kingdom | 59 | 60 | 48 | 49 | -19% | 23 | 39.0% | 26 | 54.2% | 46 | 2 | 1 |
| Washington DC Metro | 182 | 251 | 204 | 275 | 12% | 65 | 35.7% | 47 | 23.0% | 144 | 60 | 71 |
| New England Region | | | 13 | 14 | | | | 1 | 7.7% | 10 | 3 | 1 |
| North Carolina Region | 41 | 47 | 37 | 44 | -10% | 11 | 26.8% | 10 | 27.0% | 33 | 4 | 7 |
| Orange County Region | 74 | 95 | 32 | 42 | -57% | 12 | 16.2% | 8 | 25.0% | 25 | 7 | 10 |
| Regional Members | 40 | 45 | 29 | 34 | -28% | 8 | 20.0% | 11 | 37.9% | 25 | 4 | 5 |
| San Diego Region | 0 | 0 | 24 | 43 | | 13 | | 3 | 12.5% | 16 | 8 | 19 |
| Vancouver Region | 48 | 89 | 40 | 100 | -17% | 14 | 29.2% | 7 | 17.5% | 31 | 9 | 60 |
| Virginia Region | 32 | 46 | 28 | 47 | -13% | 9 | 28.1% | 3 | 10.7% | 21 | 7 | 19 |
| edited 29-AUGUST-2012 | 3320 | 4257 | 2927 | 4253 | -12% | 1017 | 30.6% | 735 | 25.1% | 2212 | 715 | 1326 |

EXPANSION

LEE BROTSKER

Job Purpose

- Responsible for identifying, developing and supervising new chapters from initial organization through Charter process
- To support the NEWH Regional Areas and Members-at-Large

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

NO 2012 GOALS SUBMITTED

REGIONAL MEMBERSHIP

| Regional Area | 2012 | 2011 | 2010 | 2012 Projections | Regional Area | 2012 | 2011 | 2010 | 2012 Projections |
|-------------------|------|------|------|------------------|-----------------------|------|------|------|------------------|
| Indiana Region | 2 | 2 | 1 | 0 | Ohio Region | 4 | 3 | 1 | 0 |
| Memphis/Mid-South | 4 | 4 | 2 | 0 | Oklahoma Region | 3 | 3 | 2 | 0 |
| Michigan Region | 2 | 3 | 2 | 0 | San Antonio Region | 0 | 0 | 1 | 0 |
| Missouri Region | 0 | 0 | 1 | 0 | South Carolina Region | 2 | 2 | 1 | 0 |
| New Mexico | 0 | 0 | 1 | 0 | Wisconsin Region | 0 | 0 | 1 | 0 |

VP/DEVELOPMENT

CYNTHIA GUTHRIE

Job Purpose

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

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING
2012 GOALS

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

- Work with Endow NEWH program to help facilitate the further implementation of this program and write minimum of 5 contract for 2012

STEPS TO ACHIEVE GOALS

- To broaden scope of sponsors – presently working on categories to target & benefits that would entice these sponsors outside of the Corporate Partnership program
- Fundraising - Continue to analyze previous years' performance

& to work with Fundraising Director to implement new vendor(s) for auctions, new auctions site and online auction evaluation.

3. Review potential items that would generate funds for NEWH, Inc while promoting sponsors in various programs.

CORPORATE DEVELOPMENT

CYNTHIA MILOW

Job Purpose

- Seek International Corporate relationships/partnerships

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

2012 GOALS

1. Replace the 2 or 3 corporate partners that dropped this year
2. Maintain strong relationships with existing partners
3. Continue effort to introduce and include OS&E vendors to the NEWH networking family
4. Seek corporate partners from Canada and the UK
5. Closely interface with the Regional Shows to include 3-5 OS&E vendor booths

STEPS TO ACHIEVE GOALS

1. Continue attendance at NRA and IHMRS shows
2. Set up a NEWH Roundtable at one or both of the OS&E shows.

LONG TERM GOALS FOR THIS POSITION

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

3. Set up conference calls with Canada and UK offices to discuss Corp. Partner interest
4. Work with local chapters to encourage them to enlist the OS&E community in their programming.

LONG TERM GOALS FOR THIS POSITION

1. Expand our corporate partner program, rather than going back to the same feeding ground.
2. The tradeshow are one of the biggest "selling" points of partnership, expand on that program.
3. Engage the Hotel Corporations and Management Companies, who benefit from all our networking

| 2012 CORPORATE PARTNER LIST | level | partner since |
|--|------------|---------------|
| Durkan Hospitality | Benefactor | 1995 |
| KOHLER Company | Benefactor | 2012 |
| ULSTER | Benefactor | 2003 |
| American Leather | Patron | 2008 |
| Fabricut Contract/S. Harris | Patron | 2004 |
| Hospitality Design Group/Nielsen Business Media | Patron | 2001 |
| Milliken Hospitality | Patron | 1996 |
| Summer Classics Contract | Patron | 2011 |
| American Atelier, Inc. | Supporting | 2011 |
| B Carpet | Supporting | 2001 |
| Electric Mirror | Supporting | 2008 |
| Fabric Innovations | Supporting | 2011 |
| Hunter Douglas Hospitality | Supporting | 2010 |
| Installation Service Group | Supporting | 2010 |
| Karndean International | Supporting | 2011 |
| Lexmark Carpet Mills | Supporting | 2008 |
| Lily Jack | Supporting | 2011 |
| MTE North America, Inc. | Supporting | 2012 |
| Mandy Li Collection | Supporting | 2011 |
| NLP Furniture Industries, Inc. | Supporting | 2005 |
| P/Kaufmann Contract | Supporting | 2011 |
| Serta International | Supporting | 2005 |
| Séura Incorporated | Supporting | 2012 |
| Shelby Williams | Supporting | 2011 |
| Signature Hospitality Carpet | Supporting | 2005 |
| Tropitone Furniture Company | Supporting | 2012 |

| | | |
|-------------|------------|------|
| Vaughn Benz | Supporting | 2011 |
| WALTERS | Supporting | 2012 |

FUNDRAISING

JANICE MARKO

Job Purpose

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

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

2012 GOALS

1. Silent/Live Auctions

- Continue to improve Silent Auctions held in conjunction with HD Expo (*Las Vegas*).
- We raised \$2,687.00 at the live at HD Boutique 2011 and \$4667.00 with the on-line auction.
- Analyze items bought at all auctions to determine what items and categories of items brought higher bids, and then target more of similar type items. Goal is to increase general excitement and appeal to show attendees.
- Increase number of items donated directly to NEWH for auction (rather than those provided by an auction company).
- Reinvestigate a silent auction to be held in conjunction with a Regional Trade shows in location large enough to support and auction.

STEPS TO ACHIEVE GOALS

- Target specific vendors for items desired at auction.
- Changed Auction Company to PAC for both the silent and live auction. Steve Godfryd has been given very specific guidelines on how to conduct the auction. If this location is successful we will negotiate early for the same space next year and a similar location at HD boutique.
- Continue to analyze items bought at auctions to determine which solicit higher bids and target more of similar items. Goal is to increase general excitement and appeal to show attendees and vendor that donate to auction.
- Discuss with NEWH staff what has been done in past to facilitate donations and analyze additional approaches.
- Investigate the ability to team up with local charity auction companies.

VP/MARKETING

TRISHA POOLE

Job Purpose

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

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

2012 GOALS:

Priority 1 - Increase awareness of Membership Value

Priority 2 - Promote Education and Scholarship Programs

Priority 3 - Further advance and promote ENDOW NEWH

- Leadership Conference 2013** marketing collaterals will be available for circulation January 2012. There will also be a Power-Point presentation prepared for San Francisco chapter to utilize as a Membership Drive and marketing tool for the Leadership Conference.
- Regional Trade Show** marketing materials are on a good schedule. We will evaluate program and deliverables at next Strategic Planning meeting to determine if new deliverables are necessary. We will explore PR and marketing for all trade show regions to yield the most attendance.
- Marketing Conference Calls** went well for 2011. We would like recommendations/suggestions from IBOD as to new subjects we can cover for 2012. Our first call will cover marketing related to Scholarship funds and pulling in student members.
- Media Partner Programs** are still being developed with the assistance of other EC Members. We will confirm and release a program that will assist the organization in including various media groups offering a variety of partnering options that will benefit the NEWH mission and forward our marketing efforts.
- NEWH Sustainable Hospitality** hosted their first conference this year and it was a success related to format and execution. The

goal for the next conference to assist earlier in the marketing and

- PR. We will continue to develop branding and marketing for this event to build credibility, brand awareness and longevity to the event.
- Membership Value** was boosted with the introduction of our TOP ID 2012 list. Since receiving the finalist list we have shared the list with Design Bureau who will feature an article on NEWH and some of our TOP ID finalists in their May issue. We also shared our South Florida list with the Travel Channel for a boutique hotel project they are hosting in the area. They have already contacted all three of our company members in South Florida area. This program should continue to develop strategic relationships for our organization that will offer promotional opportunities for our design members.

LONG TERM GOALS FOR THIS POSITION

- Maintain a Marketing Committee that has the appropriate expertise and skills to provide NEWH professional support related to all marketing efforts in the future.
- The VP of Marketing and Marketing Committee would propose a thoughtful Marketing Plan every other year with renewed goals and plans, including budgets that would allow NEWH to grow with the industry and respond to their ever-changing needs in a "proactive" way.
- Make NEWH's mission and message so simple and clear that everyone in hospitality knows who we are.
- Support and utilize chapter boards to deliver the marketing message. The success of this goal will rely on the strength of our marketing committee and clarity of our message.

INTERNET COMMUNICATIONS

LIZA KAPISAK

Job Purpose

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

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

2012 GOALS

- To have all chapters updating their chapter website, LinkedIn and Facebook pages
- Share ideas and create a conversation on new ways we can fully utilize the website to integrate into more marketing ideas.

STEPS TO ACHIEVE GOALS

- To create tools and How To's for the chapters to utilize their

website fully

- Have quarterly conference calls to discuss new ideas and topics
- Create a forum and share ideas of what other chapters are doing throughout the year in emails.

LONG TERM GOALS FOR THIS POSITION

- To start to determine new ideas and avenues in the social media network to EXPAND on our INTERNET communications.

PUBLIC RELATIONS

ANDY SCHAILDER

Job Purpose

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

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

2012 GOALS

- Provide Chapters with a stronger understanding of 'what are public relations'.
- Provide clearer understanding to Chapters that public relations is their local Chapter responsibility for their local Chapter and most Chapter local events.
- Encourage Chapters to plan their marketing and promotion and public relations farther in advance of each event.
- Provide guidance and ideas to Chapters on where and how to find local media contacts in their local metro areas, and how to use those contacts for public relations of their Chapter events.

- Encourage Chapter's Internet Communications chair to share all their event promotion information with the Chapter's PR or Marketing chair if that is a different person.
- Encourage Chapters to share all their important event promotion information regularly with the INC office and NEWH Magazine in order for it to be included in regional, national, and international articles, postings, e-blasts, etc.
- Remind Chapters to work with and thru the INC office on promoting all Regional Trade Shows and all national events happening in their Chapter's city.
- Continue a dialog in the IBOD and EC and INC office on developing appropriate guidelines and fees to Chapters for using outside paid marketing and public relations services for important future local Chapter events.

VP/EVENTS

PHILIP BYRNE

Job Purpose

- Develop and maintain a plan to provide events that benefit the NEWH membership and enhance the NEWH brand.

2012 GOALS

- To ensure the planned 2012 RTS are well executed and financially successful. To plan and allocate RTS for 2013 to ensure continuity and success of RTS
- Plan to allocate RTS for 2013 to ensure continuity + success of shows
- Assist in delivering 2013 leadership conference by Feb 2012 enabling NEWH an 11 month period to sell and market the event.

LONG TERM GOALS FOR THIS POSITION

- Develop strategies for improving RTS experience for vendors + attendees Develop opportunities for International trade shows
- Opportunities for International Trade shows
- Initiate a meeting program for "Leadership Conference" leaders
- Create a leadership conference template for the next incumbent
- Help form a single source area for Leadership Conference information.

OTHER REPORT ITEMS

Leigh Mitchell has taken position of Chair of Leadership Conference

working with Mark Huntsinger to deliver a successful Conference in January 2013, we are on track to deliver a superb event.

Regional Trade shows have been held in Houston, DC, Atlanta, New York, Denver & Dallas October 18. Issues remain on quality and number of attendees at some shows and we must work harder and develop initiatives to ensure the quality of the RTS experience for all involved.

Trade Shows scheduled for 2013 – San Francisco, Orlando, Chicago, LA, Minneapolis & Seattle.

RTS remain an integral part of the NEWH fund raising at both Inc. and Chapter levels.

We need to emphasize the importance of the success of these events for all involved for both vendor and attendees, at all levels within NEWH, particularly at local host Chapter level.

A document will be formulated, highlighting initiatives taken from the more successful shows, to act as a template for Chapters wishing to host a RTS.

NEWH CONFERENCES

MARK HUNTSINGER

Job Purpose

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

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

No 2012 goals submitted

REGIONAL TRADESHOWS

BRYON ADCOCK

Job Purpose

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

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

No 2012 goals submitted

VP/SUSTAINABLE HOSPITALITY

DINA BELON

Job Purpose

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

Mission Statement:

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

Rachel Long, Lynda Sullivan, Jeanne Varney, Helen Reed, Gary Golla, Carly Cannell, Chris Wasmer, Denise Scalfani, Kal Wellman (USGBC), Stephen Mathews, Milliken Carpets, Lora Spran, Walt Disney World, Facility Asset Management, Nicole Crawford
Subcommittees Organization and Responsibilities:

NEWH Sustainable Hospitality Committee:

Dina Belon, Adrienne Pumphrey, David Mahood, Sharry Cooper,

| Committee | Areas of Responsibility | Committee Leader | Committee Members | NEWH IBOD Committee Connection |
|---|---|-------------------|---|---|
| Marketing Committee | <ul style="list-style-type: none"> • Website / Social Networking (Carly) • Public Relations / Alliances • Articles (Rachel) • SH Conference (Jan. 2014) | Adrienne Pumphrey | Carly Cannell Rachel Long Helen Reed | Marketing Trisha Poole (VP) Liza Kapisak (Internet Communications) |
| Fundraising Committee | <ul style="list-style-type: none"> • Operating Budget • Sustainable Scholarships (Chris) • Online Auctions (Lynda) • Sponsorships | Dina Belon | Lynda Sullivan Denise Scalfani Chris Wasmer | Development Cynthia Guthrie (VP) Janice Marko (Dir. Fundraising) |
| Directory Committee | <ul style="list-style-type: none"> • Directory Application Questionnaire • Application reviewed • Revenue from Directory membership • Directory Membership Drive | Sharry Cooper | David Mahood Jeanne Varney Stephen Mathews | Marketing Trisha Poole (VP) |
| Events & Forums Committee | <ul style="list-style-type: none"> • Committee Calendar • Green Voice <ul style="list-style-type: none"> ○ HD Las Vegas (May 2012) ○ Webinar (Sept. 26th & 27th) ○ Leadership Conf. (Jan. 2013) • SH Conference (Jan. 2014) • Speaking engagement Invitations & Proposals | Gary Golla | Lynda Sullivan Rachel Long David Mahood Lora Spran | Events Phillip Byrne (VP) Mark Huntsinger (Dir. NEWH Conferences) Leigh Mitchell (Leadership Conf.) |
| Managing Sustainable Chapter Directors | <ul style="list-style-type: none"> • Communication with Sustainable Chapter Directors • Engagement with Sustainable Chapter Directors • Commitment and Partnership with NEWH regional events | Lora Spran | NEWH Sustainable Hospitality Chapter Directors | None |

Sustainable Hospitality Committee Objectives for 2012:

- Assist HD with Sustainable Sessions at HD Las Vegas (May 2012) – Branded as NEWH Green Voice (David Mahood)
- Sustainable Hospitality Webinars – Sept. 26th & 27th (Gary Golla) Increase SH directory participation (Sharry Cooper)
- Continue NEWH Magazine SH article in every issue (Rachel Long)
- Improve Sustainable Directors engagement and number of SD's in the chapters (Lora Spran)
- Contribute to the (2) NEWH on-line auctions (Lynda Sullivan)
- Award the Sustainable Hospitality Scholarship (Chris Wasmer)
- Improve the SH website and social media presence – adding LinkedIn and Twitter. (Adrienne Pumphrey)
- Assist the international board with Sustainable CEU options for Chapters to utilize (Dina Belon)
- Assist the international board Events committee with Sustainable educational sessions at the Leadership Conference (Gary Golla)

Report on 2012 Activities thus far:

Events Sub-Committee:

Hosted the NEWH Green Voice sessions at Hospitality Design Expo in Las Vegas May 15th – 17th, 2012. Sessions are:

- The premier Green Voice event at the HD Expo was the NEWH Student Sustainable Design Competition winner award luncheon along with the Expert Green Panel discussion.
 - Date: Tue. May 15
 - Time: 12:00 pm - 1:30 pm
 - Speaker(s):
 - David Mahood principal, Olive Hospitality Consulting | Olive Designs
 - Herve Houdre regional director of operations & general manager, InterContinental New York Barclay
 - Jeanne Varney lecturer faculty, school of hotel administration, Cornell University
 - Kathryn Fernholz executive director, Dovetail Partners, Inc.
 - Susan Inglis founder, From the Mountain
- Green Conversations with the Experts: What are We Teaching Our Students and What Can They Teach Us? (Free session)
 - Date: Tue. May 15
 - Time: 10:30 am - 11:00 am
 - Speaker(s):
 - Clifford Tuttle, ASID, LEED®AP, NEWH senior vice president, ForrestPerkins
 - Jeanne Varney lecturer faculty, school of hotel administration, Cornell University
 - Cliff Tuttle interviews Jeanne Varney on the showroom floor in an informal setting. Audience participation and questions are encouraged.
- Green Conversations with the Experts: Where Does Your Wood Come from and Why it Matters (free session)
 - Date: Tue. May. 15
 - Time: 2:30 pm - 3:00 pm
 - Speaker(s):
 - David Mahood principal, Olive Hospitality Consulting | Olive Designs
 - Kathryn Fernholz executive director, Dovetail Partners, Inc.
 - David Mahood interviews Kathryn Fernholz on the showroom floor in an informal setting. Audience participation and questions are encouraged.
 - Sponsored by: JLF lone meadow
- Green Conversations with the Experts: One Hotel Can Change the World (free session)
 - Date: Wed. May. 16
 - Time: 10:30 am - 11:00 am
 - Speaker(s):
 - Gary Golla, AIA senior architect, SERA Architects
 - Herve Houdre regional director of operations & general manager, InterContinental New York Barclay
 - Gary Golla interviews Hervé Houdré on the showroom floor in an informal setting. Audience participation and questions are encouraged.
- Green Conversations with the Experts: Materials Matter (free session)
 - Date: Wed. May. 16
 - Time: 2:30 pm - 3:00 pm
 - Speaker(s):
 - Jillian VanDresser principal, VanDresser Company
 - Susan Inglis founder, From the Mountain
 - Jillian VanDresser interviews Susan Inglis on the showroom floor in an informal setting. Audience participation and questions are encouraged.

Planning for a series of webinars on sustainable topics to be held September 26th & 27th, 2012

1. Meta-Trends in Sustainability - Shaping Our Future

Sept. 26th @ 2:00 PM (1.5 hours)

A discussion of the overarching sustainability concepts that are changing the way we design. Panel members will project where these trends will position us 20 years from now and then engage in a backcasting exercise to recommend what actions companies should be taking now to prepare.

- A. **Product Transparency** – Openly providing information regarding building product content, production impacts and associated health information.
- B. **Performance/Outcome Based Building Codes** - Building owners and designers will be required to demonstrate compliance with set performance targets through measurement and mandatory reporting. Accountability will be based on actual energy performance rather than predicted energy performance.
- C. **Eco Districts** – The concept of linking multiple high performance buildings and shared infrastructure at the district scale.
- D. **Integrated Project Delivery Methods** - Assembling all parties involved on a project as early as possible to provide a collective expertise to the development of a project before anything is designed. To incentivize parties, shared risk/shared reward contracts are established upfront with an understanding that all parties are working together for the good of the project
- E. **Occupant Engagement** – The concept of a building-wide culture in which empowered building occupants are aware of and accountable for their own energy and water use, waste disposal habits, and use of toxic chemicals.

Speakers:

Clark Brockman, SERA Architects

Clark is SERA Architects' Principal dedicated to Sustainability, and is a champion for energy-efficient, climate-responsive design throughout the built environment. Since joining SERA in 2002, Clark has helped his colleagues embed sustainability practices into all aspects of the firm. As Co-founder of SERA's Sustainability Resources Group (SuRG), Clark is a passionate advocate and facilitator who has led the firm's continuing evolution in the fast-growing arena of high performance buildings and district scale systems.

He is the past Chair of the Cascadia Region Green Building Council, a founding and current board member of the International Living Future Institute, Co-Chair of Portland's EcoDistricts Technical Advisory Committee and a faculty member for the 2012 EcoDistricts Institute. He focuses on SERA's work on Living Buildings and EcoDistricts. He speaks nationally and internationally on the impact of the built environment on climate change, and he serves as a green building policy advisor to multiple cities and counties as well as to multiple members of Oregon's Legislature, Secretary of State and Governor, and members of Oregon's federal delegation. Clark is a member of the US GSA's Professional Peer Group and served as a juror for the 2012 AIA Committee on the Environment (COTE) Top 10 national sustainable design awards. In June he was selected as a "Pivotal Leader", a Pacific NW cleantech leadership group.

Clark is assembling specialists on each topic as additional

speakers.

2. **Water: Beyond High Efficiency Fixtures:**

Sept. 27th 2:00 PM (1 hour)

High efficiency fixtures can contribute to reducing properties water use but they can only go so far. This session will examine techniques including, landscaping and irrigation, grey water reuse, on site water treatment, rain collection, and other emerging technologies to address reducing water use. Presenter for this session will be Jonathan Gray, Principal at Interface Engineering.

Speaker:

Jon Gray, CPD Principal, Senior Plumbing Engineer, Interface Engineering

Jon Gray is a Principal, a Senior Plumbing Designer, and leads Interface Engineering's plumbing group. He is a strong advocate for water conservation and sustainable plumbing systems design. Jon has served as the Chair of the Oregon State Plumbing Board since 2009. He is also a member of the City of Portland's Eco-District Technical Advisory Committee, and is currently developing water reclamation and reuse standards for future regional eco-districts. Jon has spoken about water issues at regional and national conferences, including ULL's 2009 program, *Adapting to a Drier West*, and AIA Seattle's recent water forum, *The New Green Is Blue*.

3. **2030 Challenge for Products:**

Sept. 27th 3:00 PM (1 hour)

While the majority of the greenhouse gas (GHG) emissions emitted by the Building Sector are associated with the operational energy consumed by buildings, the raw resource extraction, manufacturing, transportation, construction, usage, and end-of-life stages of building products each generate significant GHG emissions as well. Slowing the growth rate of GHG emissions and then reversing it is the key to addressing climate change and keeping global average temperature below 2°C above pre-industrial levels. Architecture 2030's Francesca Desmarais will present an overview of the 2030 Challenge for Products, an initiative to reduce the carbon footprint of building products and put the Building Sector on a path to true carbon neutral buildings. Ms. Desmarais will present the vision and strategy of the Challenge, the development of benchmarks, and the current progress of the Challenge.

Speaker:

Francesca Desmarais Research Associate, Director of the 2030 Challenge for Products

Francesca Desmarais is the Director of the 2030 Challenge for Products for Architecture 2030, a non-profit, non-partisan and independent organization who's mission is to rapidly transform the U.S. and global Building Sector from the major contributor of greenhouse gas emissions to a central part of the solution to the climate change, energy consumption, and economic crises. Ms. Desmarais manages the strategic aspects of the 2030 Challenge for Products and coordinates collaborative efforts with leaders in the field. Additionally, Ms. Desmarais supports other Architecture 2030 activities through in-depth and technical research and analysis.

4. **Designer Discussion:**

Sept. 27th 4:00 PM (1 hour)

A panel of industry designers and manufactures discuss their approach to integrating their sustainability goals into their interior and product design.

Speaker:

Jeff Lazar, President of JLF Lone Meadow, Adrienne Pumphrey, Global Head of Adoba Eco Hotels and Suites, Dina Belon, Sustainability / Energy Specialist at The Peabody Orlando

MARKETING

- Website / Social Networking
 - Developed and branded Green Voice for ongoing NEWH Sustainable educational initiatives
 - Social networking improvement – Facebook, LinkedIn and Twitter (Carly)
 - Article for the NEWH magazine (2) so far written by David Mahood & Jeanne Varney

CHAPTER DEVELOPMENT

- One Chapter Sustainable Director 1st conference call was held Feb. 21st, 2012.
- 2nd call was May 29th, 2012
- 3rd was August 14th, 2012
- 4th scheduled for Nov. 27th, 2012

Calls are going well and fairly well attended, we cover what the international committee is doing and ask the chapter directors to get involved and promote, and each chapter director reports out what is going on with Sustainability in their chapter. A lot of great ideas are shared during these calls.

One example: Set up templates so that Sustainable Directors can utilize (International board to complete):

- i. events
- ii. emails
- iii. newsletters
- iv. etc.

FUNDRAISING

- Supported the NEWH Online Auctions with donations

SCHOLARSHIP

- Sustainable Scholarships were awarded for 2011/2012 @ the NEWH Student Scholarship Awards Luncheon held at HD Las Vegas, Tue. May 15, Time: 12:00 pm - 1:30 pm
 - \$5000 undergraduate student
 - \$5000 undergraduate student's school
 - \$5000 graduate student
- Sustainable Scholarship for 2012/2013 has been posted on the website. Our winning students shall be honored at HD Expo 2013 in Las Vegas Nevada. In addition to NEWH Magazine, Facebook, and the event shall be covered by other hospitality and design publications. Visit:
 - Scholarship Award to Undergraduate Student - \$5000
 - Scholarship Award to Graduate Student - \$5000
- JLF/lone meadow and Valley Forge Fabrics are the 2012-2013 competition sponsors.

SUSTAINABLE HOSPITALITY

ADRIENNE PUMPHERY

Job Purpose

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

Mission Statement

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

2012 GOALS

1. Assist in Coordination of the NEWH Sustainable Hospitality Conference in 2012
2. Develop the (1) keynote session and (2) breakout sustainable sessions for the NEWH Leadership Forum to be held Jan. 2013, by locating speakers, and assist in the topics development.
3. Assist to Increase the presence of the sustainable hospitality committee at regional and national events including: NEWH Regional Tradeshow & Leadership Conference, HD Expo, and GreenBuild.
4. Scholarship & Education- Review the Criteria for 2012/13 Sustainable Design Scholarship sponsored by JLF/ Valley Forge, to be awarded at HD Expo 2012.
5. Coordinate a Sustainable CEU program to be developed by Events/Forum Committee
6. Resource Directory - Increase revenue by 20% through Directory membership and retaining existing Directory entrants by the end of 2012
7. Provide leadership for the new sustainable pages on the NEWH WEBSITE; increasing traffic
8. Marketing and Communications- Coordinate with the SH Marketing Committee Leaders & NEWH Marketing VP to create marketing promotions that support NEWH Sustainable Hospitality initiatives
9. Support Chapter Development Leader to facilitate two Chapter Director Conference calls (1) in the spring and (1) in the fall
10. Be available to help the Chapter Directors to improve the sustainable aspects of chapter events and have (1) sustainable event.
11. Help the Fundraising Chair & Committee build fundraising mechanisms for NEWH Sustainable Hospitality; Including Sustainable Sponsors (3 to date) with the goal to increase Sustainable Sponsors to four for 2012.
12. Integrate sustainable education into NEWH, Inc.; including regional tradeshows, IBOD meetings, Leadership Conferences, and national programming events.
13. Assist in reducing environmental impact of maintaining a large non-profit organization by developing a social and environmental responsibility plan for NEWH, Inc. to be submitted to the IBOD for consideration by December of 2012.

VP/INTERNATIONAL RELATIONS - CANADA

CHRISTINE TUCKER

Job Purpose

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

2012 GOALS

1. Expand the NEWH mission Canada-wide, increase the visibility/credibility of NEWH.
2. Explore and encourage new Regional Groups in other areas of Canada.
3. Winnipeg has interest but limited group at present.
4. East Coast/Halifax work with interested parties to establish a Regional Group- Meeting August 2012 with potential members.
5. Work with NEWH International to maintain structure and best practices for International Chapters working with NEWH Inc. for continued relations that benefit all parties.
6. Build on the Networking opportunities throughout Canada and USA.
7. Strengthen membership and relationships with US and UK counterparts.
8. Work with NEWH in Vancouver, B.C. to stay healthy and develop as Regional Group with new blood on the committee in Vancouver.
9. Participate in trade show in Toronto with MMPI for IDEX 2012.
4. Work with Canadian and US legal to ensure compliance to all Federal concerns of both countries.
5. Completed NEWH Inc., International Licensing Agreement
6. Successful participation to expand Canadian awareness of NEWH with continued partnering at 2012 IDEX and award 2012 Toronto Chapter Scholarships at venue on main stage.
7. August 2012 going to Halifax to meet with potential Regional Group members

STEPS TO ACHIEVE GOALS

1. Working with committee members in Vancouver Regional Group and Committees.
2. Currently work with all members in Vancouver & Toronto Chapters to assist in facilitating functions and growth for NEWH Canada Inc.
3. Mentor members to move into the International forum and understand Canada and USA format and structures.

LONG TERM GOALS FOR THIS POSITION

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

OTHER REPORT ITEMS

1. Completed NEWH Canada Inc operating as a Canadian Corporation
2. Continue to monitor the Canadian, taxes and accounting systems.
3. Report financial activity to NEWH Inc.

VP/INTERNATIONAL RELATIONS – UNITED KINGDOM

LYNN FISHER

Job Purpose

- Develop and facilitate a program that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The program

should increase the visibility/credibility of NEWH, Inc.

The UK Chapter has had a successful 2012 up to August, we are extremely pleased with the results within the chapter, and as President, I would like to thank our board for all their hard work time and effort to make this happen. We are a team, which is the most important part of being a successful chapter.

Membership to the UK chapter has increased, as has our profile within the Industry. We are broadening our membership with different fractions of the hospitality industry and slowly getting more Designers to become members. Past members are rejoining which is a good sign.

Financially the UK chapter is in a stable position; we make sure now that we have sponsors for all our major events and those we break even on are our small events. It has been important that we used some of our financial reserves to lift the profile of the UK chapter this year, but now is the time that we increase our scholarship fund and do not make a loss on any of the forthcoming events.

The events this year have been well received and well attended. Our Scholarship event at the RCA was amazing and lifted our profile within our industry, which is what we had aimed for. We gave away £4,500 to 3 students and raised over £4,000 for the scholarship account. In 2013 we will be looking at giving money to students from other universities who have degree courses for the Hospitality Industry.

We have had Hotel visits, these always sell out quickly, and our next one is the new Fosters Hotel, which will be before the end of the year.

EVENTS FOR THE REST OF 2012 ARE:

PAST PRESIDENT

HELEN REED

Job Purpose

- To provide counsel to the NEWH, Inc. Governing Board

2012 GOALS

1. Work with INC office on the E-zine
2. Founders Circle- Work with Corporate Partners to get them more involved with Founder's Circle and the benefits of participating.
 - a. Follow through Partner's suggestions and comments.
 - b. Provide outline and program for evening
3. Engage organizations such as National Restaurant Association or other hospitality organizations to become involved or form partners with NEWH
4. Continually increase awareness of NEWH in all areas of the Hospitality Industry and with Sustainable organizations
5. Work with the Sustainability Committee
6. Provide counsel to the Governing board and support as required.
7. Assist the President as required and with the completion of goals that were set during my Presidential term

STEPS TO ACHIEVE GOALS

1. Increase contact with Corporate Partners to make them aware of Founder's Circle and the agenda. Send out remind-

Decorex Breakfast 24th September, this year it is open to both men and women designers and specifiers, and our aim is for 100 attendees to this pre exhibition event. We do not charge but ask the attendees for a £5 donation to our scholarship fund, we always have a sponsor so that our expenses are covered.

A Sustainability event will be held at Muralto furniture showroom in Central London, which is on the 11th October 2012.

November we have the Sleep exhibition where our scholarship students are able to exhibit their products, designs etc. to the contract industry. UBM who run the exhibition kindly give us a stand and it is good for these ex-students to find out what the real world is all about. Also in November, we will have the Fosters hotel visit.

From a Board point of view we are putting together the new board for 2013 and analysing where we are going and what we have to do to achieve the aims we are looking for in membership, scholarship, events.

The forthcoming year will mean we have a vice president Julian Brinton, which again for the UK is a huge leap forward, to have a Gentleman as our president. We are also looking at bringing more Gentlemen onto our board together with fresh faces as directors to enhance the already solid board that the UK now has with new ideas.

It is important that we aim high and achieve as much as we can for the future of the NEWH UK chapter.

- ers to them to keep them aware of the event so that there is a great deal of participation from them at the event. Take feedback that is given at Founder's Circle and work with NEWH to implement their thoughts into future actions
2. Attend other conferences and networking events in the industry where there are opportunities to discuss NEWH and the benefits of other organizations getting involved or partnering with NEWH in the future
 3. Interview IBOD members for highlights in E-zine
 4. Set schedule for product highlights for E-zine
 5. Work with IBOD and EC keeping up to date with industry events

UPDATE:

1. The 1st NEWH e-zine Hnews was released in August. We will be releasing a new issue around the beginning of each month. If Chapters have any information that they would like published in the e-zine please send it to Shelia at that Inc. office
2. We received great feedback from the Corporate Partners at Founder's Circle in Vegas this past May.

EXECUTIVE ADVISER

ANITA DEGEN

Job Purpose

- To provide counsel to the NEWH, Inc. Governing Board
- Assist the NEWH, Inc. Governing Board in preparing its annual total strategy plan both for the short and long term
- Monitor the health of NEWH, Inc. and adherence to its mission

2012 GOALS

1. To assist and provide good counsel to the Past President, President and Governing Board wherever needed but particularly on topics related to the mission of NEWH
2. To assist in the preparation of the annual total strategy plan
3. To assist in developing the Past Presidents Council as a resource for the organization
4. Special projects as assigned by the President such as reviewing provider status for Continuing Education

STEPS TO ACHIEVE GOALS

1. Stay informed and continuing my engagement with the activities and goals of the Board and the chapters
2. Regular attendance on conference calls, strategic planning ses-

sions and at International Board of Directors meetings.

3. Work with the immediate Past President, President and other Executive Advisors and Ambassadors on behalf of the organization to nurture succession, develop new paths for NEWH to service the Hospitality Community and maintain the good health of the organization

OTHER REPORT ITEMS

1. Currently reaching out to business contacts to strengthen attendance & programming for the Leadership Conference.
2. Working with Chris Wasmer, VP Education, Mary Ann Thornam, Dir. Cont. Education, Shelia Lohmiller, Julia Davis & Andrea Thomas to determine the value and feasibility of becoming a CE Provider.

NEWH AMBASSADORS

MICHELLE FINN

DEBORAH HERMAN

Job Purpose

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

2012 GOALS

1. Attend all NEWH trade shows
2. Attend as many National Chapter events to promote NEWH activities

STEPS TO ACHIEVE GOALS

1. Receive all chapter announcements for local events
2. Plan trips around these events and encourage supporting activities to strengthen attendance
3. Discuss outside channels to promote NEWH through other organizations and new venues
4. Support all Owner's round table committees associated with local chapters to promote more national recognition of NEWH events

LONG TERM GOALS FOR THIS POSITION

1. To network Corporate sponsors and other supporting groups to see the benefits of NEWH association
2. To promote NEWH through all other hospitality publications, associations and non-NEWH trade shows

OTHER REPORT ITEMS

1. We will be attending Toronto Golf Tournament to support our International chapter
2. We have formed an association with Cornell University through the VP of Cornell Alumni – we will have more to report as this Symposium plan begins to be put into action.
3. We spent a lot of time at the Denver trade show supporting other vendors, introducing clients to our corporate partners, etc. Great job by the Denver chapter!
4. We are supporting any and all efforts for the January Leadership Conference.
5. We are here for any and all chapters to reach out to assist in current programs. We are very excited to attend the Dallas trade show later this year and be a part of the amazing Owner's Round table their chapter is planning.

CALL US – WE WORK FOR YOU AND THE WHOLE OF NEWH. HOW CAN WE HELP YOU BE MORE SUCCESSFUL?

NEWH OFFICE

STAFF

BOARD TRAINING/STRATEGIC PLANNING

- We are not getting Chapter Business Plans. These should be done when you are doing your annual Strategic Plan/Board Training.
- If your chapter is not scheduled for In-Person Training in the next 6 months (see schedule under secretary), please consider a webinar training
- Competing with other associations for dates for events can be lessened by setting your annual calendar in November or December. Then email that calendar to board members of the other associations.
- NEWH is establishing a Discipline Training Webinar for each of our Officers and Directors
 - ALL BOARD MEMBERS MUST ATTEND ONE OF THE WEBINARS – if an officer or director cannot make one of the two assigned times, they will have to contact NEWH, Inc. for a special webinar or step down from their position.
 - Webinars will be held in November and December of each year for the incoming Boards of Directors
 - There will be two webinars set up for each discipline
 - Webinars will be short and concise. They will cover duties & expectations, responsibilities, meetings and time commitment, timelines, accountability, outside obligations (if any) of each position on the board.
 - There will be a Q&A where second term board members can answer questions from incoming board members
- The Chapter Board President and Past President must lead and influence their boards in order to maintain a profes-

sional environment where all board members feel safe and not under attack.

- When entering a board meeting, you leave your personal feelings outside the room. You are there for business. You act and react in NEWH Board Meetings just as you would if you were in a professional business meeting.

LEADERSHIP CONFERENCE

- We encourage you to start signing up now for the Leadership Conference in San Francisco.
- Don't forget to include student members in your budget ... they will need help financing their trip.

MEMBERSHIP

- When a chapter's membership reaches 400 they will be granted a third delegate. The Past President shall hold that delegate position.
- We will again be having the Executive Director approve membership applications that are 45 days old in order to better serve our membership. We have about 5 chapters that are not very timely with their approvals.
- A student membership application is now included with all scholarship applications.

NEWH CORPORATE PARTNERS

- Majority of chapters are doing great with providing information for sponsorship and registration if limited space ahead of time to Jena Seibel jena.seibel@newh.org to send out to Corporate Partner contacts.
- Corporate Partners receive a limited amount of courtesy tickets to use for fundraising events and a chapter cannot shut out a corporate partner because they want to maintain tickets for sponsors only. They can though be given a date to reply by which is to be provided to Jena to send out to Corporate Partners.

NEWH MAGAZINE

- All magazine submissions must be emailed for consideration to newh.magazine@newh.org
- Any information submitted for the NEWH website is not mutually inclusive with magazine submittal requests.

NEWH REGIONAL TRADESHOWS

- There have been on-going discussions regarding the registration process. We always come back to the way we currently handle it – as it is the most fair and allows new vendors a greater chance to become involved.
- For those chapter interested in hosting an NEWH, Inc. Regional Tradeshow, please submit a request to jena.seibel@newh.org. She will see that the VP/Events and Director review them. We are currently assigning 2014, so if your chapter is interested, please submit your request today.

NEWH WEBSITE / EMAIL

- When was the last time your chapter updated or asked NEWH to update your chapter page on the website? Especially your photographs
- Be sure NEWH office has your calendar – any changes to your calendar send to office so the website calendar can be updated. Please respond to Diane's email to check website calendar as those dates from the website are the ones printed in the NEWH Magazine
- No chapter should be sending email broadcasts on their own, especially uploading their own list to a broadcast ser-

vice (i.e. constant contact, etc). The database at the Inc office should remain to be the master database for all chapters – and all chapters are encouraged to go through the database list at least once a year for updates/revisions. We do encourage chapter board members to forward event emails to their contact list that the NEWH office has already broadcasted – personally inviting those people to your events.

- As always there are email concerns...and as always we tell you to check your spam folder, talk to your company IT department, add postmaster@newh.org as an approved/safe sender in your contact list.
- We have changed email services again, and hope this will help with people considering us spam.
- Allow two (2) to three (3) days MINIMUM to process your email blast requests!
- If people are not receiving email, please call this office with their email address, we will check to see if 1.) they are on your email list and 2.) their past emails have not bounced.
- Event receipts: for right now if someone needs a detailed receipt, contact the NEWH, Inc. Office. We are currently testing a new event program, with that program, all credit card payments will be made through PayPal and a detailed receipt will come directly through PayPal.
- People can sign up for any NEWH email list on the NEWH website – the link is just above the sign in area (upper left). To be removed from a mailing list, at the bottom of an email that you receive, you will see "Unsubscribe or update your email preferences" CLICK IT...you will be taken to a list of all NEWH email blast lists. You can add yourself or delete yourself from any of the lists.

SCHOLARSHIP

- We have 12 entries in our scholarship database with no student name or school; 2 from Atlanta, 2 from Chicago, 4 from Dallas and 4 from Sunshine. PLEASE realize this information is crucial for our tax returns.
- Again, we recommend that chapters do not give more than 50% of their scholarship funds away in any given year.
- We encourage chapters to help NEWH, Inc. promote our signature scholarships, ICON of Industry and Sustainable Design Competition. These are great opportunities for students, not only do they receive a sizeable award (\$5,000), but they are brought to tradeshow and given the opportunity to network with some of the major names in our industry.
- ALL CHECKS MUST GO TO THE SCHOOL OF THE SCHOLARSHIP AWARDEE
- AN NEWH MEMBER, ESPECIALLY A BOARD MEMBER CANNOT BENEFIT FINANCIALLY FROM YOUR SCHOLARSHIP PROGRAM – this is considered a "self-dealing transaction" and is frowned on by the IRS
- NEWH offers scholarships to ALL AREAS OF THE HOSPITALITY INDUSTRY – not just the interior design field.
- A student membership application is now included with all scholarship applications.

STUDENTS

- Maintaining contact has always been an issue. Possibly having a subcommittee set up under membership of 3 to 4 members whose sole responsibility is to stay in contact and mentor student members

- Mentor them and offer to introduce them to other industry members that may be beneficial in their futures
- Call them to participate in events
- Ask them to join a committee
- Do not charge students to attend most events – they are poor, remember how that was
- Have events, such as Speed Mentoring, that will attract your student members – it’s all about their future. Once they see that attending and participating will be beneficial in their career path, you will have a loyal follower

SUSTAINABLE HOSPITALITY

- We notice there is not much news from our chapters about their sustainable programs. Is there something we at NEWH, Inc. can do to assist you?
- The International Sustainable Committee would like chapter directors to help support in the following ways:
 - Build sustainable membership & sustainable resource directory
 - Promote Int. Sustainable events such as Green Voice webinar
 - Increase items for 2 annual online auctions
 - Promote Sustainable Design Competition to colleges/students
 - Promote Facebook Sustainable Hospitality & NEWH website

VOLUNTEERS

- The best way to get people involved on committees and/or the Board, is to get them involved right from the start. Assign the new members to a board member; have that board member call them to welcome them into the chapter; find out their interests and approach them to be involved in a committee of their interest.
- Sell the idea of involvement ...
 - Leadership training, learn to lead a group of people by heading a committee or being a director
 - Exposure, being on a chapter board will give you much more exposure in your local hospitality community
 - Relationships, as we all know, this IS A RELATIONSHIP BASED BUSINESS. Well, becoming involved

will give you the opportunity to develop relationships with people you may not otherwise

- Do a Membership Interest Survey. NEWH, Inc. will send to all chapter members – but don’t let it stop there. Send it to people who may be interested in joining NEWH. Board members, send the link to people you feel would be an asset on your board.
- Don’t ask people to do an infinite project ... give them a start time and an end time. When people see and understand the scope of a task, they are more apt to take it on.

ADMINISTRATION

- Insurance riders must be applied for at least 10 business days prior to your event. We have changed insurance companies and will no longer be able to accommodate last minute requests.
- Just a reminder, the NEWH, Inc. By-laws are to NEWH what the U.S. Constitution is to the American citizen – it should not be changed to benefit a few. Any requested change must be reviewed by the NEWH, Inc. Executive Committee and the NEWH attorney.
- Credit card processing – if you are not swiping a card but sending credit card slips to the NEWH office for processing, THESE MUST BE SENT TO THE NEWH OFFICE WITHIN SEVEN (7) DAYS OF THE EVENT. There are a number of chapters that wait months. We are then inundated with phone calls from participants asking what the charge to their credit card is. This is not only time consuming for this office, but it looks very disorganized to the card holder.
- Please tell your card holders that their credit card will be processed within 14 days of the event. This should resolve some of the problems.
- ALL CREDIT CARD PURCHASES MADE THROUGH NEWH, INC. **MUST INCLUDE** BOTH THE CVC CODE (the magic number) AND THE BILLING ADDRESS. We are unable to process cards without that information – and Julie cannot spend the amount of time necessary to call all of your attendees. In the future, we will be sending these back to the chapter for the additional information.
- When requesting NEWH to pay for your event/venue on the chapter credit card, please submit your request at least 5 days in advance. There have been times that we cannot contact the person you are dealing with at the last minute.

CHAPTER REPORTS

ARIZONA

Susan Crowder & Scott Hegstad, delegates

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

ATLANTA

Meghan Bazemore & Lori Hoegler, delegates

MEMBERSHIP

One of our strategies this year is reaching out to students. Kelly Bowen, an interior design student at Georgia State University, has agreed to take on the role of the NEWH Atlanta Student Representative/Liaison. With her support, we intend to increase awareness among students about our scholarship awards and immense networking opportunities for those starting a career in Hospitality. Since her membership was approved, Kelly has encouraged several of her fellow students to join our chapter as well.

We continue to get new members and have had particularly great success with students. The energy, enthusiasm and level of participation they bring is very exciting. We have had 60 new members join in 2012. As of August, the Atlanta chapter is 284 members strong! So exciting! Our goal is to get over 300 as that may allow us another delegate position. At our recent chapter board meeting, we discussed the opportunity to offer a membership drive at the golf tournament in October.

PROGRAMMING

Recent programming events in Atlanta include a Color Forecast CEU hosted by Formica, and hotel lobby tour & networking opportunity at the new Courtyard by Marriott in Decatur, which was designed by local firm Sims Patrick Studio.

Everyone enjoyed the annual Bowling Classic at Midtown Bowl (June '12). Jenn Loux organized the "ROCK-N-BOWL" theme for this year's tournament. The attendance was outstanding! We rented the entire venue out for the evening and sold 26 out of 32 lanes to our chapter sponsors. Like last year, special trophies were awarded for 4 categories - and the winners were:

- ISG - Motley Bowling Crew :: "Best Rock Stars"
- Wright Solution/The Russell Group - Rep Leppard :: "Most Creative"
- Crossville Tile - Crossville Rocks! :: "Highest Score"
- Samuel Lawrence Hospitality - SLH Speedwagon :: "Most Strikes"

Upcoming programming events include the 2nd Tuesday networking event at STK Midtown on August 14th, which will be a social evening amongst industry colleagues in a gorgeous new restaurant in Atlanta. STK artfully blends a modern steakhouse and a chic lounge into one concept. The restaurant's signature DNA includes plaster cast horns, curvilinear black platform seats, and a palette of black and cream. A large central lounge area is furnished with creamy leather banquettes and textured crocodile tiles, and is surrounded by an elevated dining room for more formal dining. Theatrical lights illuminate each table, while smoky mirrors allow patrons to catch a glimpse of the surroundings while a DJ creates an energetic vibe throughout the entire space.

In November, we hope to GIVE BACK with an event that ties in the meaning of Thanksgiving (such as a food drive); details to follow. And as always, the annual Holiday Soiree is scheduled for

December 11th. We welcome any ideas from our chapter sponsors who would like to provide a venue to accommodate upwards of 200+ guests. It will be hard to top last year's soiree at Soho Myriad - complete with a band and champagne fountain!

SCHOLARSHIP

Our annual Scholarship Awards Event was held at Context Gallery on February 16. This year, we are pleased to announce that the Atlanta Chapter awarded upwards of \$15,000 in scholarship funds to six very deserving students (Gianna Gonzalez, Glen Hodges, Jordan Kirksey, LeMona Wyatt, Rebecca Smith, and Whitney Dasher). The Hospitality industry naturally attracts passionate individuals who care deeply about upcoming talent and we certainly couldn't continue our success without their support. For the second year in a row, the Atlanta Chapter sold VIP seating for eight guests to Sponsors in order to cover the event expenses. Cost of admission included two drink tickets per person for cocktails & refreshments, as well as catered hors d'oeuvres by Atlanta's award-winning Avalon Catering. Industry Leaders including Les Faulk, Sherry Decker, Karen Teske-Blue and Larry Carver sat on the judges' panel and decided the amounts that each student would be awarded after their presentation to the group. Guest Speaker, Cordia Wong (a past scholarship recipient) shared her story of how she benefited from her NEWH Scholarship in 2011.

Since receiving a scholarship this year, Gianna Gonzalez has begun attending our chapter's monthly board meetings and has expressed an interest in volunteering on the Scholarship Committee for next year's awards banquet. Gianna has also recently acquired a new position with Idea Span.

FUNDRAISING

The goal for the golf tournament this year was to create some new excitement and encourage participation from new vendors and industry professionals. We have moved the location of the tournament to a different club - mainly so that we could have the Awards Banquet indoors instead of outside under a tent. We've added some new sponsorship levels and some additional perks for the main sponsors.

- Hole In One Contest includes
- Marquis Sponsors will have reserved seating/tables at the Awards Dinner for a little extra recognition.
- We are trying to maximize designer participation by offering them free tickets to the Holiday Soiree for volunteering at the tournament if they are not playing golf.
- Early Registrations (paid) are being given a discount and there are some sponsor levels that are discounted for early commitments as well.
- "Extras" have been added to the Registration Form in order to encourage participants to purchase these in addition to their golf package. (Raffle Tickets, Mulligans, Drink Tickets)
- Some of the Silent Auction items will be available for bid before the event on our Facebook page so that those that are

not attending can still purchase and participate in the fund-raising.

- A Group Rate Room Block has been secured at a local hotel that is less than 2 miles from the course. The hotel offers a shuttle to and from the course. This will make travel arrangements easier for our participants and sponsors that come from out of town.
- Sponsors will be recognized early on our Chapter Website and our Facebook page so that there is more long-term exposure for their support.
- A photographer has been hired to photograph the entire day, as well as take a team photo of every team. This only costs us \$150 and we will use these photos for ongoing promotion of the event afterwards, recognize sponsors with their photos posted on Chapter website and our Facebook page.

Since the Golf Tournament is an event that a lot of our Chapter members and supporters look forward to and expect, it's imperative that the event raises a significant amount of money for our Chapter. Sponsorship and participation is key, but we are also magnifying our efforts to save money on the overall cost of the event. We have lowered expenses for lunch and some of the operational items like signage and trophies. The new location of the event offers more features and a larger indoor space for our banquet at the same cost as the course we have used the last two years.

With this being my first year as Fundraising Director, I have been very fortunate to have the support of the entire Atlanta Chapter. We have collaborated extremely well in the coordination of the golf event - working together to brainstorm new ideas and utilize each other's talents and skills to get the planning and preparations done. I'm extremely excited about our golf tournament and look forward to another GREAT Atlanta Event!

COMMUNITY SERVICE

Cathy Mansour has taken Atlanta's involvement in Community Service to a whole new level by organizing meaningful events each month. Her most recent contributions include "The Global Soap Project", which collects discarded soap from hotels and re-processes it into new bars that are given to vulnerable populations throughout the world. In May, "Bears on Patrol", was held in conjunction with our upcoming 2nd Tuesday networking event at the Courtyard by Marriott Emory/Decatur. Attendees were asked to bring a teddy bear, or two, and NEWH Atlanta donated them to local area police and fire departments for their use in cases where small children were involved. The City of Smyrna Firemen were very thankful to receive them. For our most recent community service event, Cathy organized the "Great Backpack Give-Away"; we collected school supplies to fill backpacks that were donated to *Agape Community Center*, benefiting kids of all ages in at-risk neighborhoods.

ATLANTIC CITY

Denielle Clifford & Marc Nasberg, delegates

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

CHICAGO

Lara Engert & Andrea Sims, delegates

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

The Atlanta chapter continues to give back to our community - Miranda Calhoun, of PFVS, is currently looking at available weekend opportunities that hopefully we may be able to participate in a *Habitat for Humanity* build; details to follow.

Extreme Bedroom Makeover:

Each Volunteer team of 5-6 people paint and decorate a bedroom for impoverished children; 13 Teams needed in total to serve 42 kids! October 12th & 13th - in homes in Agape's service area.

HOSPITALITY

We continue to strive to increase the number of attendees to our monthly networking events by reaching out to all designers. At these events we encourage those that are not NEWH members to join by sharing the features and benefits of membership. Through our contacts at Georgia State we have increased the number of student members and will mentor them as they seek employment within the hospitality community.

OTHER CHAPTER HIGHLIGHTS

This year the chapter added new members to the Board of Directors: Erica Coursey, Fundraising; Elizabeth Sommerville, Treasurer; Cathy Mansour, Community Service; Kelley Ireland, Hospitality; Morre McCollum, Membership; Kelly Bowen, Student Liaison.

PUBLICATIONS: The chapter distributes a Chapter Magazine twice annually which contains a "Sustainable Spotlight" article keeping local hospitality firms in the know about sustainable manufacturers, products, certifications, events, etc. Our next issue will be featured at the Golf Tournament in October. Kati Kulscar (Dir. of Publications) is currently accepting sponsorship for ad space in the newsletter.

Ginger Law (Internet & Communications Chair) was kind enough to develop a DROPBOX account for our chapter to utilize for sharing documents and staying organized. It's been amazing - all of our photos and spreadsheets, logos and more can all be stored in one easy place for all of our Board Members to access.

OUR CHAPTER WOULD LIKE HELP WITH THE FOLLOWING ISSUES

1. We have several other interior design related organizations in Atlanta, such as IIDA and ASID, which host monthly events; it has been a challenge to plan events around each other's' calendar. Do you have any suggestions to coordinate our annual calendar with others in the trade?
2. The trade show sold out in a record four minutes. We had several vendors that support the Atlanta chapter, including Board members that were not able to reserve a booth. This was disappointing and we received a numerous complaints. Do you have any ideas for the next trade show in 2014?

DALLAS

Stacy Elliston & Schaeffer Hill, delegates

MEMBERSHIP

We currently have a total of 408 total members – AND GROWING.

PROGRAMMING

Our July meeting was a tour of a new restaurant – Oak – in the Design District. We were able to have the design team present to discuss the concept and vision as well as a tour through the restaurant. Our next Mambo Monday will be September 24th and these continue to be very successful. Our scholarship award dinner was held May 23rd with celebrity chef Dean Fearing providing the keynote address. This dinner was an amazing success with a personal invitation from Chef Fearing to join us at his restaurant later that night.

SCHOLARSHIP

We awarded \$30,000 to deserving students this year. Two of the recipients also spoke at the scholarship dinner, which provided a most moving beginning to the evening.

FUNDRAISING

We are so proud to announce our 3 days of NEWH in October. We will kick off the festivities with a Student Night on the 17th. This will be limited to 60 students with opportunities to network one on one with local designers as well as mock interviews and portfolio review. Our tradeshow will be the 18th along with the Owner's Round Table discussion. To top off the amazing week, our Life of Design event will take place on October 19th. Kick-off party for Life of Design will be held August 20th, which pairs each of the design teams with their vendor partner for the chair competition....

GREATER NEW YORK

Amy Jakubowski & Stacy Rauen, delegates

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

HOUSTON

Sarah Pellegrin, delegate

MEMBERSHIP

Our membership has increased since the beginning of the year and we hope to meet our goal of new members by December.

PROGRAMMING

In June, the Houston Chapter along with The KIP Co., JTyler & KC Rep Source hosted a sustainable CEU called "Understanding Recycled Content, Surfacing Material: It's value under LEED and beyond". This has been one of our most attended CEU's and was by far the most fun Kip Altstaetter as our presenter.

In July, the Houston Chapter along with Daltile hosted the fourth Annual Daltile Luau & NEWH Membership Social. We raffled off a membership to our chapter and they had a chef prepare a Hawaiian feast, including a whole roasted pig, for all of our guest. The margaritas, summer atmosphere, food & membership specials always make this a successful event.

This month we are thrilled about hosting our first NEWH Casino Night Fundraiser at the newly renovated St. Arnold's Brewery here in Houston. We have our sponsors signed up, gambling teams assembled, dealers are ready and 'TAPS' waiting for us to arrive. This event should be a laid back, good time for all of our

members after a great summer.

Designer Series to come in September!!!

SCHOLARSHIP

Scholarship team is looking into a venue for the event and reviewing the school list for student packets to go out beginning of October. The first committee meeting for this even is in September.

FUNDRAISING

Houston Chapter is going to host our first NEWH Casino Night Fundraiser in August. We are optimistic that this year's event will exceed last year's amount raised.

OTHER CHAPTER HIGHLIGHTS

We have a packed year this year and look forward to all the new event traditions we are starting here in Houston.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

We would like to get new volunteers for committees. We are open to any tips in recruiting new people to volunteer their time to help our board members with their responsibilities.

LAS VEGAS

Hope Case, delegate

MEMBERSHIP

The chapter is strong & thriving, our new member goal for general membership was 12, and we have surpassed this - we have 21! We did lose several general members (comparing to Dec 2011), but we are thrilled we found people to join the chapter in a time when our industry is still recovering. We have 6 Chapter Business Members, 2 are new for 2012.

PROGRAMMING

Our focus for 2012 is to aid in the recovery of our economy

through the hospitality industry. We had a logo created called "Vegas Renaissance: Hospitality's Lead in the Recovery" – where we celebrate the people, places and firms that persevered and survived through this downturn of 2008. By holding all our events at venues that were either built or renovated since the 2008 crash, we are leading the recovery effort & supporting those in our community that are too. Every meeting location, event & fundraisers we are doing as a chapter is tied to



celebrating this “renaissance”. We have tried to limit our meetings so we don’t have so many in the year, in many cases, we aren’t having Thirsty Thursday’s, especially in the summer months. Our calendar is complete for 2012, so the committee is focusing on 2013 – a first for the chapter - so early! Our other focus is to secure sponsors so food & drink is complimentary, and we can charge very minimally for members to attend.

SCHOLARSHIP

The chapter Board Members determined the award amounts/final student scholarship recipients, with an event held at Gensler’s offices, which has LEED CI certification. We had a nice attendance with food & networking, honoring the student winners. We issued \$23,500 in scholarships to seven students, one of which was a named scholarship in the name of Fabricut.

FUNDRAISING

HOSPY’s is still our major fundraiser. We are in process of getting everything ready to launch: website & event planning details. It will be held on Nov 2 @ Encore at the Wynn. This event feeds the majority of the funds for our scholarships, with a silent & live auction; design competition; after party & this year, we will also highlight “Vegas Renaissance: Hospitality’s Lead in the Recovery”.

We have launched a second major fundraiser this year called Art of Design. This design competition will feature a different object every year (this year an Ikea chair) where we match design firm teams with hospitality vendors to collaborate on transforming this object into art. We were inspired by NEWH Dallas’ Life of Design event last year. Our launch party, the July 28 Key Party, to bring teams together was a great success, with 15 design firms participating from the Las Vegas area. It was a 70’s theme & everyone had a fun time! Our design competition will be on Sept. 15 – to be held at a local art gallery, with the winners on display at the gallery for a month’s time. After the gallery showing, the winners will be auctioned at the HOSPY’s.

OTHER CHAPTER HIGHLIGHTS

Sustainability Committee

LOS ANGELES FOUNDING CHAPTER

Fernando Diaz & Elaine McCorkle delegates

MEMBERSHIP

Our membership numbers seem to be holding constant at 250

The first membership drive was held in February at the Smith House in Westwood attracting both new and existing members

PROGRAMMING

- In January, we had our first meeting at the Knoll Showroom in Santa Monica both as an introduction of the board to the membership and a Sustainable Lecture.
- A couple of Sundowners have followed. Our Scholarship Dinner event is coming up at the end of May at Maggiano’s Restaurant at the Grove.
- July will bring us a Bowling Event and September is scheduled for the Dollar for Scholars 5K Run/Walk at Woodbury University.
- December will see our Holiday Soirée, place TBD.

NORTH CAROLINA REGIONAL

Karen Appert, Steering Committee Chair

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

The committee took part in a community outreach event called Greenfest that coincided with Earth Day. On Thursday 19 April, a few of our committee members attended the Las Vegas Greenfest Business Mixer, where we networked with some of the more prominent public utility and sustainability-promoting organizations in our community that sponsored and attended the mixer. Our committee received a donation of a few thousand 10W CFL light bulbs from the Venetian Casino Hotel, that were removed from hotel guest suites, that we wrapped in discarded newspaper.

On Saturday April 21, we gave out many of the wrapped light bulbs from our booth at the Greenfest event at Town Square in Las Vegas. We also provided a printed post card to interested event attendees, to give them additional information about NEWH in general, and about our Sustainability committee in particular.

In terms of introducing NEWH to our community as a supporter of sustainable lifestyle choices, it was very successful. Quite a few people at the event were very impressed with the work that our chapter does raising student scholarships, and thanked us for the work that we do. It was a good way to interact with people who otherwise might not be exposed to our chapter or our committee.

For June we had a tour and panel discussion at the El Cortez was a successful event, we had some very good feedback on the panel discussion etc.

We will continue to work with our Outreach organizations for the rest of the year.

We are composing a letter for sponsorship for our 2013 meetings/events from various “green” organizations in our community.

ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

1. Continued branding from National to end-users, so there is awareness of who/what NEWH is.
2. Finding sponsors for our monthly meetings.
3. Finding more assistance from members to serve, new faces, that aren’t already tapped out on other committees.
4. Contingency plan to fill the board– pertains to point #3.

SCHOLARSHIP

- This year we gave \$50,000.00 at our Scholarship Dinner event

FUNDRAISING

- We have planned two fundraising events this year. The first one a 5K Walk/Run in September at Woodbury University and the second one our Holiday Soiree in December.

OTHER CHAPTER HIGHLIGHTS

This year we have a very strong and opinionated board. Oy Vey!!!

ISSUES YOUR CHAPTER WOULD LIKE HELP WITH

This year we have a very strong and opinionated board. Oy Vey Iz Mir!!!!

NORTH CENTRAL

Lisa Cockran & Stephanie Thompson, delegates

MEMBERSHIP

1. So far this year NEWH membership has been steadily increasing by an average of about 5 new members per month, down slightly from 2011.
2. As is usually the case the majority of these memberships are students however we also have several new Associate members and General members who have recently joined.
3. Currently we only have one Chapter Level Business Member, so going forward we will make it a goal to seek out more of these memberships for companies who could benefit.
4. We have had a number of events since the beginning of the year with promotions and incentives to join, and are always reaching out to new potential members.
5. We hope to continue our success in the fall of 2012 with a particular focus on adding more General members and Chapter Level Business Members in addition to promoting our upcoming events.

PROGRAMMING

April 26th: Oceanaire Restaurant Happy Hour and Design Presentation

- Had 40+ members/non-members attend the event. Cuningham Group Architecture Inc. gave a presentation on the scope and design of the project. Very successful Event.

June 14th: Cambria Factory Tour and CEU Event in Belle Plain MN

- Toured the manufacturing factory for Cambria and also toured the fabrication facility. Had about 13 members attend the event. We had a Bus transport us to the factories which were about 45min outside of Minneapolis. After the tours of the factory we had a CEU on quartz products along with dinner for those in attendance. Note: in the future we will try not to schedule an event so close to NeoCon because we think that is why it was not as well attended as some of our other Events.

July 19th: Galactic Pizza Outdoor Patio Happy Hour with Restaurant Design Presentation

- 20 people attended this event in July. Cuningham Group Architecture Inc. gave a presentation about the design of the space. DL Couch was our official pizza sponsor for the event.

Sept. 20th: Mona Restaurant Happy Hour Event and Design Presentation and Talk to the Chef.

Oct. 25th: Sustainable CEU Event

Nov. 12th: Board meeting with Community Service Event attached

- FMSC event - 6-7:30 in Eagan

Dec. 20th: Happy Hour Event @ Butcher and the Boar restaurant.

SCHOLARSHIP/EDUCATION

1. Scholarship deadline is October 22, 2012. We may be increasing the amount of scholarship we are giving away this year (increasing amount of award to each recipient and/or increasing number of recipients). Our chapter will be voting on the final scholarship award amount at the next board meeting August 20th.
2. I am working on updating the spreadsheet of school contacts again since Nationals records differ greatly from our chapter's records (National's spreadsheet has schools listed that are not accredited in interior design and do not offer a culinary program or other hospitality related program).
3. We are still going to have our very successful Speed Mentoring Event for the student members in Feb 2013.
4. We will be adding a Portfolio Event/Competition right now

tentatively scheduled for Spring 2013.

FUNDRAISING

Aug. 13th: Brits Pub Lawn Bowling – Fundraising Event

- Next week NEWH North Central will be hosting its annual fundraising event at Brit's Pub, a popular English Pub themed bar and restaurant.
- We have put in a lot of effort this year to raise funds through sponsorship and through the addition of a silent auction and a beer flight to this year's event.
- We expect attendance to be around 40 people including both members and non-members. Attendees will have the opportunity to network over drinks and appetizers.
- We have also rented the pub's lawn bowling green on the roof – a great way to play a game and enjoy a summer evening.
- We have also added a community service element to this event by holding a school supply drive at the event. Donors will get the opportunity to enter into a raffle for a fabulous prize!
- This event will also be the unofficial "kick-off" to really start talking to possible sponsors about annual sponsorship for our chapter and the benefits to sponsors.

OTHER CHAPTER HIGHLIGHTS

1. North Central Chapter is working on a portfolio event competition for its students next year 2013 and has submitted an outline to National to review and comment on.
2. We also are working on an outline for a possible Design Competition as well for the 2013 or 2014 year.
3. We are going to have many new faces on our board next year that have also become members in the last year so we are really excited about the future of our chapter.
4. We have a dedicated Tradeshow committee that is already working hard for our Tradeshow that we are going to have in Oct. 2013. It is the first time that we have had a committee for this task and we are excited about the creativity and success that we think this committee will have in regards to our Tradeshow.
5. We almost have our calendar planned for 2013 and we hope by having that done so early that we will have an even more successful 2013:)

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. Help or feedback on competition ideas that we had submitted for review. We just want to make sure that we are following all the rules as we try to formulate these competitions/events.
2. TRADE SHOW
 - Booth limitation (IIDA had over 100 booths and some were shared) would like to increase number of booths at NEWH tradeshows
 - educational seminars before lunch and later afternoon ensuring trade show attendance late afternoon
 - NEWH early 24-48 hour registration for local reps/vendors that are members needs to remain as stated and shared early. Reason: we shared this information with potential vendors and vendor membership cannot go back on our word, and this is a needed helpful tool to increase general and business membership for our chapter.
 - Sometimes we are not aware of changes that have been made from a previous year until the issue comes up when working on our current tradeshow for 2013. It might be nice to have an overall outline

of tradeshow information or things that have changed since the last time our chapter had a tradeshow. Since we only get one every 2 years, we are not always aware of change that happened last year to how the tradeshow are set up, registration for tradeshow and so on.

- We have submitted our list of accredited schools in the past for national to keep updated and then the next year we seem to not have the same information that we had

submitted previously. If packets are being sent to non-eligible schools then the funds that are being spent on that is a waste. We put time and effort in every year to update our list to submit, and we do not understand why this is happening.

- NEWH invites. There are Still issues with members and board members not receiving invites and they are not unsubscribing, they are just not coming through on email blasts

NORTHWEST

Shayne Bratz & Katie Howell, delegates

MEMBERSHIP

We have roughly 30 more members this year than we did last year at this same time. Membership continues to grow, as does membership involvement, which is just as exciting. We are finding more new members that are interested in contributing to committees or even joining the board – we love seeing new faces and being infused with fresh new ideas and perspectives. These members in particular are great ambassadors for NEWH.

The membership and scholarship chair have also combined their efforts to foster relationships with education professionals, encouraging applications for scholarships and more student attendance at NEWH events.

PROGRAMMING

In July, we had one of our most successful events to date, Savor Uncorked, which was our official chapter fundraiser (see FUNDRAISING for more details). In the fall we will be having our second masquerade ball which is probably our most anticipated event within the board and the design community in general.

We recently brought on a new co-chair to assist our already stellar programming director, and both of them did a phenomenal job planning and putting together our annual fundraiser!

One of our goals this year has been to build and better utilize committees in general, but especially in planning for our chapter's programming. Thus far the effort has been very successful: more non-board members are getting involved and getting a taste of chapter board life and our board members are not spread thin!

SCHOLARSHIP

We have noticed much more student attendance at our events this year, including the Thirsty Thursday networking event. It's been great to be able to introduce these students to our industry professionals and to remind members of who they are helping and why they are a part of NEWH. We are off to a great start with our scholarship fund so far and are excited for what we will be able to award at the end of the year.

Scholarship packets are being sent out in early September (along with Facebook page postings) and our Scholarship Director will be in Eastern Washington in mid-September visiting schools and encouraging student applications.

FUNDRAISING

We started off this year with a commitment to treating EVERY event as a fundraiser and to be more aware of our overall financials. We feel that in the past we have put so much focus on making our events "unforgettable" that we forgot about the main reason for the events. We are now keenly aware that it doesn't matter how amazing the event is or how many people show up, if the net result is red ink. So far, we have made money on every event, even our member appreciation event which was a tour of Hotel 5!

On July 24 we held our "official" chapter fundraising event, Savor Uncorked. The event included an intimate 4-course dinner, wine pairing for each course, and many opportunities (silent auction, "wine ring toss", raffle tickets, etc.) to win fabulous prizes donated by our wonderful vendors and design community. Savor Uncorked was a success in all facets – we raised over \$1780 in the raffle and wine toss game alone, not to mention our SOLD OUT attendance brought in over \$4000. This event was not just "unforgettable", it was "profitable". We are looking forward to the scholarships that will be awarded as a result of this amazing event.

SUSTAINABILITY

We are collaborating with our friends in Portland on a September "Oktoberfest" event at LEED (tentatively Gold) certified Gastropub for a Tour and Adaptive Reuse Discussion with the project's design team from IDEA.

We are also trying to make every aspect of our events as green friendly as possible. For instance, we rented wine glasses as opposed to buying disposable plastic cups for the latest hotel tour. Our advertising for this event was done online in addition to ticketless check-in. We did the same for our July fundraising event

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

1. We are always looking for new and innovative ways to promote, network, and raise funds and we welcome all advice, ideas, and success stories from the other chapters!
2. Where can we find the latest information/periodicals on trends in sustainable hospitality? We would like to provide this information and be a better resource to our Board and Membership.

ROCKY MOUNTAIN

Candice McClanahan, delegate

MEMBERSHIP

We will continue to work on growing our membership at all of our chapter and networking events throughout the upcoming year.

PROGRAMMING

We plan to continue our strong programming for the remainder of 2012 and throughout 2013 with several events:

- September 12th – Membership appreciation and membership drive at a Colorado Rockies Game
- September – CEU offered to the local design industry
- November/December – Annual end of year Bowling Extravaganza
- Winter/Spring 2013 – Scholarship applications and scholarship event
- Spring 2013 – CEU offered to the local design industry
- Spring 2013 – Fundraising Cornhole tournament/event
- Summer 2013 – CEU offered to the local design industry
- Summer 2013 – Sundowners offered in June, July, and August
- Summer /Fall 2013 – Bi Annual golfing event
- Fall 2013 – CEU offered to the local design industry
- Fall 2013 – Community Service Drive
- Fall/Winter 2013 – membership appreciation event
- Fall/Winter 2013 – Annual bowling end of year extravaganza

SCHOLARSHIP

With our scholarship chair continuing on to the 2013 board, we hope to be ahead of the game by starting to recruit for scholarship applicants late 2012/early 2013. With a very successful new scholarship event concept of Haute Seat, we plan to make this an annual event for the Rocky Mountain Chapter.

FUNDRAISING

We plan to continue with our fundraising efforts throughout 2012 and 2013, please see the programming outline above.

OTHER CHAPTER HIGHLIGHTS

We hope to be able to strengthen our chapter's internet presence, as well as reach out to local magazine to feature some of our successful events.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

We would love help training a new 2013-board secretary, as she will be a new member to the Rocky Mountain Chapter board.

ORANGE COUNTY REGIONAL

Christine Wasmer, Steering Committee Chair

The Orange County Regional Group has been fortunate in the support of many great vendors who have sponsored food, drink and/or raffle items for our events. Well attended networking events "Thirsty Thursdays" have been held at various locations including Anqi @ South Coast Plaza, The Crowbar in Corona Del Mar and recently at Canaletto in Newport Beach. Upcoming event for August will be hotel tour and networking at Surf and Sand Hotel in

Laguna Beach. A harbor cruise event is being planned for September. Plans are being finalized for both October and November events. We have decided that networking events seem to draw the most interest. As attendance builds we would like to have a membership drive, a fundraising event and offer an educational program as well.

SAN FRANCISCO BAY AREA

Lori Hass & Lauren McNamara, delegates

MEMBERSHIP

We continue to grow!

The San Francisco Bay Area Chapter started the year with 131 members and as of August, we are currently at 153 members. 81 are general members and 72 are student/educator/associate members. The student membership has really grown since we will be awarding our first scholarship this year. Our plan this year is to have 125 voting members, which might be a bit aggressive. We still have some fantastic events in the last half of the year, which could still get us to at least 100 general members. Wine by Design, our now famous fundraising event in October, is the wild card and could be the game changer!

The buddy system has worked wonders with new members; solidifying relationships and helping new members immediately feel part of the group.

We have been highlighting Board Members and their achievements in our three newsletters and on our Facebook and LinkedIn pages. We have also listed why membership is a worth it!!!! FREE events, access to the Membership Directory, NEWH tradeshow opportunities and more!

PROGRAMMING

April 2012: Cocktails and networking at our first Zero Waste Sustainable event at Big Daddy Antiques. Wine was served in glasses made of recycled wine bottles. Nothing was used that could not be recycled or washed! We asked Members and Guests to bring samples from their offices to donate to Scrap, a business started by SF schoolteachers to find items that would be great for projects for their students. We took 1,000 lbs. of samples that would have end-

ed up in a landfill! Disaster averted!!

May 2012: Cocktails and networking at Miss Pearl's Jam House in Oakland

June 2012: CEU event at the McGuire Furniture Corporate Office and Factory. James Caughman, an amazing speaker, captivated the audience with his presentation on The Height of Luxury: The Rise and Fall of Art Deco and Haute Couture

July 2012: Cocktails and networking at Wellington's in Sausalito right on San Francisco Bay. Fabulous turn out and lots of fun.

Overall, the attendance for the last few months' events has been between 45-65 members and guests. Excellent sponsorship has given us the ability to have fabulous spreads of food and plenty of wine. We have been charging non-members \$25 for events with no price resistance!

For the remainder of 2012 we have a discussion by Jones Lang LaSalle Hotels on the State of the Hospitality Industry, a Restaurant Panel Discussion, a Community Service event, the Wine By Design fundraiser and our first Scholarship event. The diversity of our events has been amazing.

To increase event sponsorship, we have created a list of sponsorship levels. Each level has an iconic San Francisco name, Golden Gate Sponsor, Alcatraz Sponsor, Fisherman's Wharf Sponsor, etc. Each level lists what the sponsor donation will pay for and other perks they will get, such as advertising in our newsletter, recognition on fliers, etc. We also have a one-page calendar of events to go along with this list so they can see which event would be best for them to sponsor. Both documents have eye-catching graphics. We also have a letter composed to send out to potential sponsors. This

concept has secured most of the sponsors we need for all of our 2012 events. Our goal was to raise \$6,000 for events and we have gone over the goal with \$6,450 raised!!

SCHOLARSHIP

We will grant our first scholarship award(s) in 2012. We will be awarding (3) \$3,000 scholarships in three categories: Culinary Arts, Hotel Management, and Interior Design & Architecture. We will use an essay format that will give all candidates an equal footing. We have done lots of research to get all the schools in the SF Bay Area on our list. We will consider the top nine best essays and plan an interview with each to determine the three winners in September. We will give the awards at our December Event. We are on target with our planning and continue to see our student membership grow in anticipation.

We also had a tour of the HBA design offices in partnership with IIDA. The event was well attended and an excellent way to let students know more about our organization.

FUNDRAISING

We have raised the bar in many ways in planning the third Wine By Design event to be held Saturday October 13th. We plan to have 150 attendees on three buses. We have many of the last year's sponsors anxious to sign up again! The word is out that this is the must attend event! We have come up with events that will out do the previous trips! Gourmet lunch? Wine stomp? Don't miss it!

With the experience of planning two years behind us, we have also learned how to tighten the belt so we can raise more \$\$\$.

OTHER CHAPTER HIGHLIGHTS

SOUTH FLORIDA

Todd Schaffer & Laurie Woliung, delegates

MEMBERSHIP

NEWH South Florida currently has 189 members, of which 63 are students. The ratios of membership are changing year over year in South Florida and with the current economic times our overall numbers are slightly down from last year. We have been working to add additional members through expanded marketing in other arenas; Concentrating on construction and construction management within the hospitality industry. With declining numbers in general membership, this continues to present a declining source of revenue for the Chapter. It is believed that annual renewals will continue to be a challenge due to the slow economic recovery.

PROGRAMMING

NEWH South Florida has had a very success and full year of events:

February NEWH S. Florida held the years first Sundowner at a popular North Miami restaurant – 'Sustain'. The evening focused on Sustainability in design and cuisine. The restaurant designer spoke to a packed crowd.

March brought a high profile Sustainability Panel and luncheon that attracted developers, designers, architects and hotel managers from greater South Florida. After an interesting panel discussion with several leading sustainability experts, a private tour was given of the Hotel Sofitel venue.

May 22nd the chapter toured the new JW Marriott Marquis & Beaux Arts hotel in downtown Miami. The designers presented and the attendees we treated to private tours in groups of 12 of

Per our goal, we have added a Community Service Chair person. We have identified Maitri as our Community Service Partner. This organization is a 15-bed hospice facility in San Francisco for AIDS-specific care. Last month we gave the patients a bag of goodies, including robes, washcloths, sheet and towels donated by HGPI. The pictures of the clients getting their bags (all bright colors) was beyond touching and makes our chapter proud to do something so meaningful.

Our November event will help raise more money and awareness for this special group.

After our Zero Waste sustainable event, the seed was planted for everyone to donate to Scrap on a regular basis. Our sustainability manager is helping coordinate with drop offs! And other chapters are following suit!

We also issued our first chapter newsletter in March and are getting ready to send out the next issue.

We have had some changes on the Board. Two board members have moved on to new jobs and/or to new locations. We have a new Secretary and we are all helping with Fundraising/Wine By Design planning. We are actively recruiting for next year asking members to come to the board meetings to see if they would like to volunteer. We realized, we have to be more proactive in order to maintain our strength.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

We are very excited to host the 2013 Leadership Conference and Tradeshow. The input from the last board meeting was excellent and we look forward to getting more support and ideas for this very important event.

the amazing property including the entertainment floor with not only the spa, pool, And function rooms but also a full sized basketball court and virtual bowling alley. The smaller separate Beaux Arts Boutique hotel on the top floors was intimate and contemporary with very private service. More guests came than expected, new members were acquired and many stayed to enjoy dinner.

Rock N' Bowl Bash held in June was a successful and entertaining event, back by popular demand all lanes were filled and the competition was fierce. Everyone ate, laughed, played, and made new friends of acquaintances. This was an excellent opportunity to bring family and friends as well as industry colleagues together and it was a great success. Event chairs Brad Horwitz and Dawn Starling gave awards.

July's CEU was hosted by MDC Wallcovering and Kettal Furnishings in Coral Gables located on Miracle Mile. The CEU – 'Paint is Everywhere', was most entertaining including a plethora of useful information. The program was free of charge to designers and architects. Vendors were able to provide brochures for display.

August will mark the next CEU hosted by D&B tile in their new showroom in Hollywood, Florida. A Host Chef will provide specialty delicacies in their new state of the art kitchen. Coupled with a Community Service effort, collections will go to the Dogs this time and vendors will again be able to display brochures.

Another hotel tour is intended for October – 'October Mask' plans are underway.

The Annual Holiday event will include a networking dinner and

holiday art sale benefitting

The Children's Cancer Fund will round out 2012 in early December. Art produced by the children will, once again, be sold and all proceeds will benefit the Cancer Fund.

SCHOLARSHIP

2012 Scholarship Information Packets went to 20 eligible schools, colleges, universities in Southern Florida geographical area covered by NEWH South Florida Chapter. Twelve completed applications were received and evaluated by the Scholarship Application Review Panel of five NEWH South Florida Chapter Board Members: Lisa Ghai, Laurie Woliung, Lorraine Bragg, Dawn Starling, and Scholarship Chair, Lee Dickson.

Six Scholarship Grant applicants were selected for Awards:

- Laticia Adams. Interior Design at Miami International University of Art & Design
- Natalia Chinea. Interior Design at Miami International University of Art & Design
- Alicia Civile. Interior Architecture at College of Architecture & The Arts, Florida International University
- Alessandra Alvarez. Culinary Arts at Miami Culinary Institute, Miami Dade College
- Yoshihiro Kanno. Hospitality Management at Chaplin School of Hospitality & Tourism Management, Florida International University
- David Palmo. Culinary Arts at Le Cordon Bleu College of Culinary Arts

The Program/Event Committee, Dawn Starling, Tina Shaffran, Monique Libier, Kristyna Borden produced an unforgettable Scholarship dinner event at Tuyo, the penthouse restaurant of the Miami Culinary Arts School / Miami Dade College. The designers and MDC President presented in their state of the art

display kitchen complete with multiple screens and flowing champagne. Guest speaker World famous Tuyo Executive Chef Norman Van Aken, NEWH SILVER STAR RESTAUNTEUR INDUCTEE and James Beard Awardee treated guests to an interesting presentation. Lee Dickson, Scholarship Director, presented the \$10,000 in scholarships to the students named above, making it truly a "Starry, Starry Night" and a special evening to recognize the Scholarship Honourees.

FUNDRAISING

There will not be a fundraising event during HD Boutique this year but the chapter plans to continue the annual SOFIE & SILVER STAR awards later in the year as a program. The awards will be expanded to include South Florida properties brought to the competition by developers, owners or managers this year to broaden the awards impact on the Hospitality Industry in South Florida.

OTHER CHAPTER HIGHLIGHTS

Membership categories have been included on RSVP payment forms and are resulting in new members at each event. Monthly BOD meetings via conference call every other month in 2012 has been successful, as the board became comfortable with the new routine the calls have been extremely productive and have encouraged increased participation.

ISSUES THAT YOUR CHAPTER WOULD LIKE HELP WITH

Engaging student members and scholarship winners; encouraging them to become more active and to retain membership and participate in events after graduation. As well as engaging current membership to become more active, especially in events. Interested in new ideas to increase our membership as well as increasing participation in our events which are spread out within our chapter.

SUNSHINE

Cindy Andrews & Marissa Henderson, delegates

Membership - 243 (45 Students)

In June, we held our annual Golf Tournament as our First fundraiser of the year at the Ritz Carlton Grand Lakes with a new format. Pam Nieman of Nieman Interiors headed it up this year and made it a huge success! It was our biggest and most profitable fundraiser in the history of our chapter raising over \$11,000.00!

Also in June, we had another successful Sundowner in Tampa with over 35 attendees. Thank you to Teddi Powers for coordinating this again.

We are currently working on many more events including a special Sundowner called H2Toe, in September involving designers/vendors competing in a shoe or hat design with donated items to use. Also in October a CEU/Student Event (Mix, Mingle and Learn), thank you to Laura Gault a current student/ intern for coordinating this at Keys Granite. Last but not least, a new fundraiser in November called "Taste of Sunshine" a cooking competition.

On April 28, the NEWH Sustainable Committee hosted a **Family Day at the Farm**. And yes, it is a real working, organic farm. Just 15 miles outside of downtown, Orlando is Lake Meadow Naturals Farm, a local egg farm producing fabulous chicken and duck eggs from happy hens. The tour was a huge success and allowed members and other participants to bring their children as well. I think this will be an event we see again and again!

To add on to Cindy's information about our Student Event that is taking place October 11, 2012- we also have an additional CEU that will take place at the end of October on the 25th- a 2nd annual Orlando Microbrewery Tour event. It was a huge success last year and is back by popular demand. It will be a busy October for the chapter.

Lastly, we are pleased to share that we passed a motion to transfer \$10,000 to our scholarship fund this month.

TORONTO

Scott Pope, delegate

MEMBERSHIP

The chapter has enjoyed a steady increase in membership this year. As of January 2012, we were at 125 total members and we are now at 156. Most importantly, we have reached 102 full members. Successful events and social media have been instrumental in drawing new members.

PROGRAMMING

Initially there were some challenges this year relative to the Programming Director's position but we have ultimately been very successful with our events and have maintained the scheduled that was set in October 2011. The increase this year has been in

the funds raised at the events. Although not our main source of fundraising dollars, all of our events have raised money, mainly due to increased sponsorships. A number of our networking evenings have been at locations where materials and products used could be showcased and therefore manufacturers / suppliers were willing to help financially to support the event. As a chapter, we agreed to have a no charge 'social' evening which was a great success again this summer with many people attending who don't normally. Obviously, the goal is to convert these individuals into members.

SCHOLARSHIP

The chapter received its largest number of scholarship applications this year. Our goal was to offer 6 scholarships but upon review of the applicants, it was determined that 5 were most deserving and the board felt that we would be giving away scholarship dollars because it was there and not necessarily because it was deserving. We were very pleased at the variety of schools where students applied from and that there was an increase in the number of students studying in graduate programs that applied.

FUNDRAISING

Our largest single fundraising event is upcoming August 29,

2012. This is our Golf Tournament, which is currently oversold for the standard number of golfers. We have 152 paid golfers and an additional 24 people paid for the dinner. At this point our total number for dinner will be 176 but the actual registration cut-off date is not until Friday August 24, 2012 so the numbers could increase. An impressive list of contributions for the silent auction should bring in significant dollars and we are trying to get a single major prize for a raffle draw to increase the numbers further. It has become a big event in the industry with a wide variety of professionals represented.

OTHER CHAPTER HIGHLIGHTS

We were very pleased, as a board, to invite Stephanie Tristani to the Leadership Conference in San Francisco in 2013. Stephanie was a scholarship recipient in 2010 and since then has exemplified an individual who not only deserved the scholarship but also has given back to the organization that awarded it. In 2011, Stephanie joined the board in the position of Student Liaison and in 2012 has been the Scholarship Director. Under her guidance, the chapter received the highest number of scholarship applications received and she has been able to increase the presence of NEWH with a number of institutions. She has confirmed that she would like to remain on the board for 2013 in the same position of Scholarship Director.

UNITED KINGDOM

Lynn Fisher, chapter president

SEE REPORT UNDER VP/INTERNATIONAL RELATIONS- UNITED KINGDOM

VANCOUVER REGIONAL

Chris Kitteridge, steering committee chair

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

VIRGINIA REGIONAL

Kathy Thomas, steering committee chair

NO REPORT SUBMITTED FOR SEPTEMBER BOARD MEETING

WASHINGTON DC METROPOLITAN

Valerie Coleman & David Tracz, delegates

HIGHLIGHTS FROM 2012

SCHOLARSHIP

Four students have been selected- All Scholarships have been sent to the winner's schools. "Save the Date" email for the SAE will be sent to the students.

Winners are:

1. Eliana Lee - George Washington University, Hospitality Interior Design
2. Muhammad H. Khan - University of Maryland, Eastern Shore, Hotel & Restaurant Mgmt.
3. Nina Tatic - Catholic University of America, Architecture
4. Helena Hassan - Montgomery College, Hospitality Interior Design

MEMBERSHIP

Despite the state of the current economy, our chapter was able to continue to grow in membership size as well as add a record number of Chapter Level Business Memberships. Current membership totals are included below:

Membership Count:

| | |
|-----------------------------------|------------|
| Associate Member | 51 |
| Chapter Level Business | 9 |
| Courtesy Chapter Level Business | 20 |
| Courtesy Corporate Level Business | 8 |
| Educational Professor | 9 |
| General Member | 93 |
| Student | 69 |
| Total | 259 |

SUSTAINABILITY

We are currently working on a CEU level event with a Tour of USGBC. Our plan is to make this either free or in expensive to members.

PROGRAMMING

Completed a great event called the State of the Hospitality Industry at the Pooks Hill Marriott, Thursday, June 28th. The event had a great turnout and strong discussion with representatives from Ap-

ple REIT, Baywood Hotels, BF Saul, Marriott, and Travelliance. That event was followed up with a well-attended Hotel tour and happy hour at the Four Seasons in Baltimore.

FUNDRAISING

We have the golf tournament scheduled for October 1st. We have already covered the initial investment in fundraising, and from our last board meeting forward the remaining amount will be pure fundraising. The event has been a huge success and we have already begun planning for next year's event.

RECRUITMENT 2012 / MENTORSHIP

We have begun to work through our succession planning, and have been guiding people on certain positions to best fit the needs of the board and their ambition.

NEW ITEMS TO DISCUSS

EVENT RECEIPTS FROM THE WEBSITE

This is still an issues according to our members.

We have received several requests for more "official" receipts for paid events. The receipt provided from the NEWH INC on the website does not provide companies enough information to count as a receipt. We have heard requests for the last four digits of the credit card and the name of the event on the receipt in addition to what is already posted. It seems that sometimes the email receipt does not reach the intended people, not sure if a pop-up window for printing is possible

WEBSITE ISSUES

We have heard some issues from several of our members that they have been having some difficulties with the website kicking them out. Not sure if it is an internet explorer issue.

TRADESHOW

Of Course we have to ask... can we do it again?? Next year?

BYLAWS QUESTION #1

Given the adjustment in the Bylaws there are some people on the board who will not have served two years in a delegate position and are now precluded from doing so. Our understanding is that this is a pre-requisite for joining the executive committee. How will this bylaw change affect the eligibility of these board members which may be looking to serve on the IBOD executive committee? Would you table a motion to amend the Bylaws?

Currently the Bylaws state:

ARTICLE V: ELECTIONS

Section A

Item 2. No one may serve as a NEWH, Inc. delegate board member unless they are and have been a voting member, in good standing, of the corporation for at least two (2) years and has served as a Chapter Director for at least one (1) year, except in the case of a newly chartered chapter or outside directors.

We would propose amending the bylaw to:

ARTICLE V: ELECTIONS

Section A

Item 2. No one may serve as a NEWH, Inc. delegate board member unless they are and have been a voting member, in good standing, of the corporation for at least two (2) years and has served as a Chapter Director for at least one (1) year, except in the following cases: they are from a newly chartered chapter, they were a voting board member for the period of one (1) year within the years 2009 through 2012 or are outside directors.

RSVP LIST ON THE EMAILS AND INVITATIONS

What is the process for requesting that be included or not be included in our invitation and blast emails.

HNEWS

We just saw the newly announced Hnews eNewsletter. How should we deal with our chapter level Hnews publication?

ADDENDA

MOTION TO APPROVE MINUTES

Date: September 10, 2012

Motion Number: 1

I, _____, move to approve the minutes as presented / as corrected.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

MOTION TO ADJORN

Date: September 10, 2012

Motion Number: 7

I, _____, move to approve the minutes as presented / as corrected.

Motion seconded by: _____

VOTE COUNT:

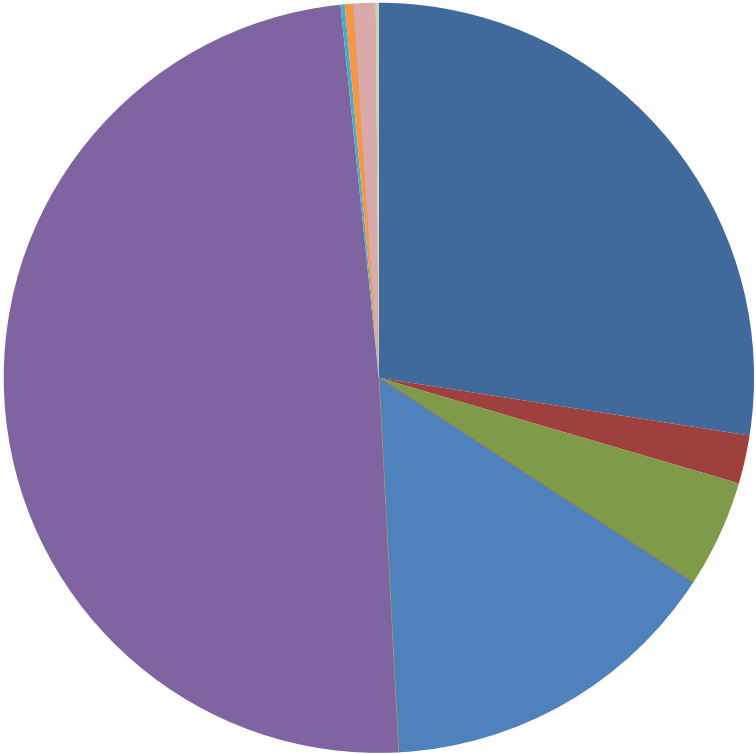
YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

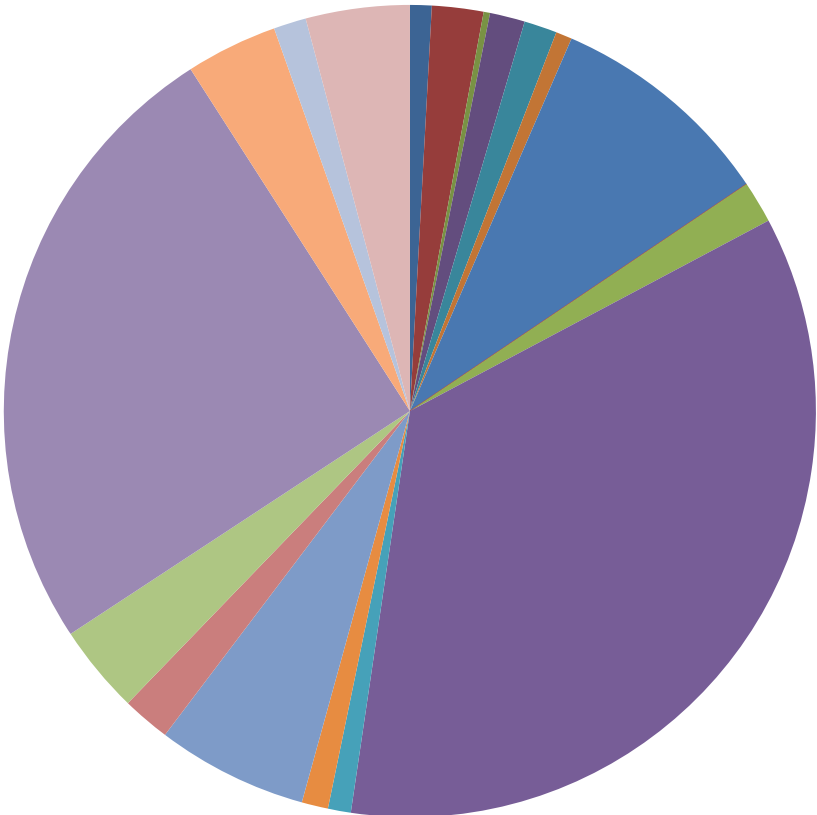
Where Does It Come From
Where Does It Go

INCOME



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

EXPENSE



- CORP PARTNER
- EDUCATION
- FUNDRAISING
- LEADERSHIP CONFERENCE
- MAGAZINE
- MARKETING
- MEMBERSHIP
- MISC
- PHONE/EMAIL
- REGIONAL TRADESHOWS
- SUSTAINABILITY
- TRADESHOWS
- TRAVEL
- WEBSITE
- LEGAL/ACCTING/INSURANCE
- PAYROLL/BENEFITS/TAXES
- PHONE/EMAIL
- RESERVE ACCOUNT
- EQUIPMENT/SUPPLIES
- ADMINISTRATION

SCHOLARSHIP ACCOUNT ANALYSIS

| Restricted Membership Donations | | |
|--|----------------------|---|
| 2010 | \$ 698.00 | Transferred into scholarship account |
| 2011 | 215.00 | Transferred into scholarship account |
| 2012 | 365.00 | Transferred into scholarship account |
| Sustainable Scholarship | | |
| <u>Income</u> | | |
| 2010 | \$ 6,666.66 | JLF/lone meadow contribution |
| | 6,666.67 | DesignTex contribution |
| | <u>\$ 13,333.33</u> | |
| <u>Expenses</u> | | |
| | \$ 347.78 | Awards |
| | 10,000.00 | Scholarship grants |
| | 980.40 | Travel |
| | <u>\$ 11,328.18</u> | |
| <i>Excess funds transferred into scholarship account</i> | <u>\$ 2,005.15</u> | |
| <u>Income</u> | | |
| 2011 | \$ 6,666.67 | JLF/lone meadow contribution |
| | 6,666.67 | DesignTex contribution |
| | <u>\$ 13,333.34</u> | |
| <u>Expenses</u> | | |
| | \$ 353.51 | Awards |
| | 10.29 | Postage |
| | 10,000.00 | Scholarship grants |
| | 688.80 | Travel |
| | <u>\$ 11,052.60</u> | |
| <i>Excess funds transferred into scholarship account</i> | <u>\$ 2,280.74</u> | |
| <u>Income</u> | | |
| 2012 | \$ 6,666.67 | JLF/lone meadow contribution- invoiced |
| | 6,666.66 | Valley Forge contribution |
| | <u>\$ 13,333.33</u> | |
| <u>Expenses</u> | | |
| | \$ 438.52 | Awards |
| | 15,000.00 | Scholarship grants |
| | 821.80 | Travel |
| | <u>\$ 16,260.32</u> | |
| <i>Shortage of funds</i> | <u>\$ (2,926.99)</u> | |
| ICON Scholarship | | |
| 2010 | \$ 500.00 | Unilight contribution transferred into scholarship account |
| 2011 | 2,500.00 | Maya Romanoff contribution transferred into scholarship account |
| <u>Income</u> | | |
| 2010 | \$ 14,564.12 | Judy Dobin Tribute Book |
| <u>Expenses</u> | | |

| | | | |
|---|------|----------------------|--|
| | | \$ 185.47 | Awards |
| | | 12,000.00 | Scholarship grants |
| | | <u>1,534.94</u> | Travel |
| | | \$ 13,720.41 | |
| <i>Excess funds transferred into scholarship account</i> | | <u>\$ 843.71</u> | |
| <hr/> | | | |
| Income | | | |
| | 2011 | \$ 9,946.45 | Harvey Nudelman Tribute Book |
| <hr/> | | | |
| Expenses | | | |
| | | \$ 176.88 | Awards |
| | | 8,500.00 | Scholarship grants |
| | | <u>2,720.05</u> | Travel |
| | | \$ 11,396.93 | |
| <i>Shortage of funds transferred out of scholarship account</i> | | <u>\$ (1,450.48)</u> | |
| <hr/> | | | |
| Income | | | |
| | 2012 | | Harvey Nudelman Tribute Book |
| <hr/> | | | |
| Expenses | | | |
| | | \$ 185.36 | Awards |
| | | 187.50 | Graphic Design |
| | | 13.96 | Postage |
| | | - | Scholarship grants |
| | | <u>802.92</u> | Travel |
| | | \$ 1,189.74 | |
| <i>Shortage of funds transferred out of scholarship account</i> | | <u>\$ (1,189.74)</u> | |
| <hr/> | | | |
| Vendor Scholarship | | | |
| <hr/> | | | |
| Income | | | |
| | 2010 | \$ 3,000.00 | Fabricut Contract/S. Harris contribution |
| <hr/> | | | |
| Expenses | | | |
| | | \$ 173.89 | Awards |
| | | <u>3,000.00</u> | Scholarship grants |
| | | <u>3,173.89</u> | |
| <i>Shortage of funds transferred out of scholarship account</i> | | <u>\$ (173.89)</u> | |
| <hr/> | | | |
| Income | | | |
| | 2011 | \$ 3,000.00 | Fabricut Contract/S. Harris contribution |
| <hr/> | | | |
| Expenses | | | |
| | | \$ 176.76 | Awards |
| | | <u>3,000.00</u> | Scholarship grants |
| | | <u>3,176.76</u> | |
| <i>Shortage of funds transferred out of scholarship account</i> | | <u>\$ (176.76)</u> | |
| <hr/> | | | |
| Income | | | |
| | 2012 | \$ 3,000.00 | Fabricut Contract/S. Harris contribution |
| <hr/> | | | |
| Expenses | | | |
| | | \$ 175.42 | Awards |

| | | | |
|---|------|-----------------|---|
| | | 3,000.00 | Scholarship grants |
| | | <u>3,175.42</u> | |
| <i>Shortage of funds transferred out of scholarship account</i> | | | |
| | | \$ (175.42) | |
| Interest Income | | | |
| | 2010 | \$ 307.59 | General Interest |
| | | 595.52 | CD Interest transferred into scholarship account |
| | 2011 | \$ 260.49 | General Interest |
| | | 596.02 | CD Interest transferred into scholarship account |
| | 2012 | \$ 91.23 | General Interest |
| | | 257.68 | CD Interest transferred into scholarship account |
| Fundraising Proceeds | | | |
| | 2011 | \$ 2,964.80 | Auction proceeds transferred into scholarship account |

NEWH

Scholarship Acceptance Form

Terms and conditions of award, including instructions about travel to/from

1. You must provide the NEWH chapter with a phone number to be used during your travel, if this number changes it is your responsibility to update your information with the NEWH chapter.

("the Event") NEWH

chapter will pay the following:

These items will be paid for by the NEWH chapter.

Once you confirm the agreed items above it is your responsibility to contact NEWH

Chapter for any changes/special circumstances/needs and/or

questions. Items not listed above are at your own expense. In receiving this scholarship you

agree to attend the _____

You are required to submit/present at the event _____.

You agree to having your photo, speech _____ posted on the NEWH Inc. website,

NEWH Facebook pages. You are required to wear _____ clothing for the chapter

event. *(Student is responsible for all other transportation, meals, and expenses unless otherwise stated above).*

2. WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT. In consideration for receiving the

NEWH Scholarship, including the opportunity to attend the

_____ ("the Event") with the

following paid for by NEWH, Inc. _____

I hereby release, waive, discharge and covenant not to sue NEWH, Inc., its Chapters, affiliates, officers, directors, agents and employees (hereinafter referred to as "releasees") from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or relating to any loss, damage or injury, including death, that may be sustained by me, or to any property belonging to me, whether caused by the negligence of the releasees, or otherwise, while participating in the Event, or while in, on or upon the premises where the Event is being conducted, while in transit to or from the premises, or in any place or places connected with the Event.

Student Name Print

Student Signature

Date Signed

NEWH SCHOLARSHIP SCHOOLS

| School | AmtGiven |
|--|--------------|
| Academy of Art University | \$1,500.00 |
| Albuquerque Technical Vocational Institute | \$1,000.00 |
| Alexandria Technical College | \$1,500.00 |
| Algonquin College | \$1,000.00 |
| American College for the Applied Arts | \$20,350.00 |
| American College of Business | \$7,000.00 |
| American Intercontinental University | \$7,500.00 |
| Anne Arundel Community College | \$3,000.00 |
| Arapahoe Community College | \$2,500.00 |
| Arizona Culinary Institute | \$8,850.00 |
| Art Center College of Design | \$28,050.00 |
| Atlanta Intercontinental University | \$2,000.00 |
| Auburn University | \$7,500.00 |
| Austin Community College | \$2,000.00 |
| Baylor University | \$1,000.00 |
| Bellevue College | \$4,000.00 |
| Bellevue Community College | \$1,000.00 |
| Berkeley College | \$1,500.00 |
| Berry College | \$9,000.00 |
| Boston University | \$6,500.00 |
| Brenau University | \$3,000.00 |
| Brooks College | \$10,000.00 |
| Brown College | \$3,000.00 |
| Buffalo State College | \$9,000.00 |
| California College of the Arts | \$1,000.00 |
| California School of Culinary Arts | \$10,000.00 |
| California State Polytechnic University-Pomona | \$141,750.00 |
| California State Polytechnic University-San Luis O | \$2,000.00 |
| California State University-Long Beach | \$51,500.00 |
| California State University-Northridge | \$10,500.00 |
| Canisius College | \$4,500.00 |
| Central New Mexico Community College | \$3,500.00 |
| Central Washington University | \$1,000.00 |
| Chattahoochee Technical College | \$1,000.00 |
| Cheyney University | \$2,000.00 |
| Clarkson University | \$2,000.00 |
| College of DuPage | \$1,000.00 |
| College of Southern Nevada | \$4,000.00 |
| Colorado Institute of Art | \$35,900.00 |
| Columbia College | \$19,000.00 |
| Community College of Southern Nevada | \$15,300.00 |
| Contra Costa College | \$2,000.00 |
| Corcoran College of Art & Design | \$6,000.00 |
| Cornell University | \$64,500.00 |

| School | AmtGiven |
|---|-------------|
| Cornish School of Arts | \$2,000.00 |
| Culinary Institute of America | \$39,000.00 |
| Culinary Institute of America | \$39,000.00 |
| Culinary Institute LeNotre | \$1,000.00 |
| Culinary Institute of America | \$39,000.00 |
| Dakota County Technical College | \$2,000.00 |
| Delaware School of Hotel Management | \$2,000.00 |
| Design Institute of San Diego | \$13,000.00 |
| Drexel University | \$27,000.00 |
| East Los Angeles College | \$2,000.00 |
| Eastern Michigan University | \$3,500.00 |
| El Centro College | \$20,000.00 |
| Endicott College | \$2,000.00 |
| Everest University | \$500.00 |
| Fairleigh Dickenson University | \$8,000.00 |
| Fashion Institute of Design & Merchandising | \$18,000.00 |
| Fashion Institute of Technology | \$22,000.00 |
| Florida Culinary Institute | \$1,000.00 |
| Florida International University | \$48,000.00 |
| Florida Metropolitan University | \$2,250.00 |
| Florida State University | \$41,750.00 |
| Fullerton Community College | \$1,000.00 |
| Georgia Institute of Technology | \$4,350.00 |
| Georgia Southern University | \$32,000.00 |
| Georgia State University | \$10,000.00 |
| Glendale Community College | \$2,350.00 |
| Gnomon School of Visual Effects | \$1,250.00 |
| Golden Gate University | \$2,500.00 |
| Guelph University | \$1,000.00 |
| Harrington College of Design | \$39,000.00 |
| Houston Community College | \$3,000.00 |
| Hudson County Community College/Culinary Arts | \$3,500.00 |
| Illinois Institute of Art-Chicago | \$7,500.00 |
| Illinois Institute of Art - Schaumburg | \$3,000.00 |
| Indiana State University, Terre Haute | \$2,000.00 |
| Interior Designer's Institute | \$22,600.00 |
| International Academy of Design & Technology | \$45,000.00 |
| International Academy of Merchandising/Design | \$5,000.00 |
| International College of Hospitality | \$2,000.00 |
| Iowa State University | \$3,500.00 |
| ITT Technical Institute | \$5,000.00 |
| Ivy Tech State College | \$3,000.00 |
| Johnson & Wales University | \$12,650.00 |
| Kansas State University | \$4,700.00 |
| Kendall College | \$3,000.00 |

| | |
|--|-------------|
| Kent State University | \$2,000.00 |
| Kingwood College | \$1,500.00 |
| Kwantlen Polytechnic University | \$5,000.00 |
| L'Academie de Cuisine | \$22,300.00 |
| Lake Washington Technical College | \$1,000.00 |
| Le Cordon Bleu College of Culinary Arts | \$25,500.00 |
| Le Cordon Bleu, Las Vegas | \$2,500.00 |
| Lexington College | \$6,500.00 |
| Lincoln College of New England | \$2,000.00 |
| Lincoln College of Technology | \$500.00 |
| Lincoln Culinary Institute | \$4,500.00 |
| Long Beach City College | \$6,850.00 |
| Los Angeles Trade-Tech College | \$13,000.00 |
| Louisiana State University | \$5,750.00 |
| Lynn University | \$2,500.00 |
| Marriott Hospitality Charter | \$1,800.00 |
| Maryland Institute College of Art | \$5,500.00 |
| Marymount College | \$11,500.00 |
| Marymount University | \$10,000.00 |
| Mercyhurst College | \$14,500.00 |
| Mesa Community College | \$250.00 |
| Metropolitan State College of Denver | \$3,400.00 |
| Miami Dade College | \$4,000.00 |
| Miami International University of Art & Design | \$7,000.00 |
| Michigan State University | \$6,000.00 |
| Monroe Community College | \$15,500.00 |
| Montgomery College | \$33,800.00 |
| Morrisville State College of Agriculture and Techn | \$6,000.00 |
| Mount Ida College | \$1,000.00 |
| Mt. San Antonio College | \$1,600.00 |
| Nesbitt College of Design Arts | \$2,000.00 |
| New England Culinary Institute | \$500.00 |
| New England Institute of Technology | \$1,000.00 |
| New England School of Art & Design | \$2,250.00 |
| New Mexico State University | \$2,500.00 |
| New School of Architecture | \$1,000.00 |
| New York City College of Technology | \$15,000.00 |
| New York Institute of Technology | \$22,500.00 |
| New York School of Interior Design | \$2,000.00 |
| New York University | \$46,500.00 |
| Niagara College | \$4,500.00 |
| Niagara University | \$12,500.00 |
| North Dakota State University | \$1,500.00 |
| Northern Arizona University | \$32,700.00 |
| Northern Virginia Community College | \$8,600.00 |
| Norwalk Community Technical College | \$4,000.00 |
| Oklahoma State University | \$4,000.00 |

| | |
|---|-------------|
| Old Dominion University | \$1,500.00 |
| Orange Coast College | \$10,000.00 |
| Orlando Culinary Academy | \$2,000.00 |
| Otis College of Art & Design | \$8,000.00 |
| Oxnard College | \$13,000.00 |
| Palm Beach Community College | \$2,500.00 |
| Paul Smith's College | \$15,500.00 |
| Pennsylvania College of Technology | \$1,000.00 |
| Pennsylvania State University | \$2,000.00 |
| Philadelphia University | \$2,000.00 |
| Pikes Peak Community College | \$4,000.00 |
| Pima Community College | \$500.00 |
| Pratt Institute | \$6,500.00 |
| Purdue University | \$13,000.00 |
| Radford University | \$1,500.00 |
| Rhode Island School of Design | \$1,650.00 |
| Ringling School of Art and Design | \$17,750.00 |
| Rochester Institute of Technology | \$17,000.00 |
| Rockland Community College | \$2,000.00 |
| Rocky Mountain College of Art & Design | \$1,000.00 |
| Roosevelt University-Manfred Steinfeld School | \$5,000.00 |
| Rosen College of Hospitality Management | \$4,500.00 |
| Ryerson University | \$16,500.00 |
| Saddleback College | \$2,500.00 |
| Sam Houston State University | \$250.00 |
| San Diego State University | \$4,000.00 |
| San Francisco State University | \$6,500.00 |
| San Jacinto College-Central | \$500.00 |
| Santa Barbara City College | \$1,000.00 |
| Savannah College of Art and Design | \$32,250.00 |
| Schenectady County Community College | \$1,000.00 |
| Scott Community College | \$2,000.00 |
| Scottsdale Community College | \$16,450.00 |
| Seattle Pacific University | \$2,400.00 |
| Seminole State College of Florida | \$4,750.00 |
| Sheridan College | \$4,500.00 |
| South Puget Sound Community College | \$1,500.00 |
| Southern California Institute of Architecture | \$62,000.00 |
| Southern College of Technology | \$1,000.00 |
| Southern New Hampshire University | \$3,000.00 |
| Southern Utah University | \$2,000.00 |
| Southwest Texas State University | \$500.00 |
| St. Louis Community College | \$3,000.00 |
| St. Phillip's College | \$1,000.00 |
| State University of New York At Cobleskill | \$4,000.00 |
| State University of New York At Morrisville | \$6,500.00 |
| Stephen F. Austin State University | \$6,500.00 |

| | |
|---|-------------|
| Swiss Hospitality Institute | \$2,000.00 |
| Syracuse University | \$14,000.00 |
| Teikyo Post University | \$2,000.00 |
| Texas Christian University | \$34,300.00 |
| Texas Tech University | \$3,000.00 |
| The Art Center Design College | \$1,500.00 |
| The Art Institute of Atlanta | \$25,400.00 |
| The Art Institute of California-Los Angeles | \$18,500.00 |
| The Art Institute of California-Orange County | \$3,000.00 |
| The Art institute of California-San Diego | \$500.00 |
| The Art Institute of Colorado | \$7,000.00 |
| The Art Institute of Dallas | \$33,300.00 |
| The Art Institute of Fort Lauderdale | \$6,000.00 |
| The Art Institute of Houston | \$33,000.00 |
| The Art Institute of Las Vegas | \$65,000.00 |
| The Art Institute of Phoenix | \$500.00 |
| The Art Institute of Seattle | \$17,100.00 |
| The Art Institute of Tampa | \$1,500.00 |
| The City College of New York | \$4,000.00 |
| The Culinary Institute of America | \$2,500.00 |
| The Fifteen Foundation | \$2,500.00 |
| The George Washington University | \$57,300.00 |
| University of Alabama | \$1,250.00 |
| University of Arizona | \$1,000.00 |
| University of California-Los Angeles | \$63,500.00 |
| University of Central Florida | \$4,000.00 |
| University of Central Oklahoma | \$2,500.00 |
| University of Cincinnati | \$30,000.00 |
| University of Delaware | \$3,000.00 |
| University of Denver | \$3,500.00 |
| University of Florida | \$55,500.00 |
| University of Georgia | \$48,880.00 |
| University of Guelph | \$9,500.00 |
| University of Houston | \$35,500.00 |
| University of Illinois - Chicago | \$500.00 |
| University of Kansas | \$1,200.00 |

| | |
|---------------------------------------|--------------|
| University of Kentucky | \$9,500.00 |
| University of Massachusetts | \$1,500.00 |
| University of Memphis | \$6,000.00 |
| University of Minnesota | \$10,000.00 |
| University of Missouri | \$3,000.00 |
| University of Missouri-Columbia | \$4,000.00 |
| University of Nevada-Las Vegas | \$139,650.00 |
| University of New Hampshire | \$2,750.00 |
| University of New Haven | \$3,000.00 |
| University of North Texas | \$43,000.00 |
| University of Oklahoma | \$7,700.00 |
| University of Phoenix | \$1,500.00 |
| University of Southern California | \$13,000.00 |
| University of Tennessee-Chattanooga | \$5,500.00 |
| University of Tennessee-Knoxville | \$6,750.00 |
| University of Texas | \$1,000.00 |
| University of Texas at Arlington | \$17,300.00 |
| University of Texas at Austin | \$3,500.00 |
| University of Texas at San Antonio | \$4,500.00 |
| University of Utah | \$500.00 |
| University of Washington | \$2,000.00 |
| University of Wisconsin-Stevens Point | \$2,500.00 |
| University of Wisconsin-Stout | \$5,500.00 |
| Utah State University | \$6,000.00 |
| UTSA College of Architecture | \$2,000.00 |
| Virginia Commonwealth University | \$5,500.00 |
| Virginia Polytechnic Institute | \$10,000.00 |
| Virginia State University | \$12,000.00 |
| Washington State University | \$3,500.00 |
| Watkins College of Art & Design | \$2,500.00 |
| Wentworth Institute | \$2,100.00 |
| Western Illinois University | \$3,000.00 |
| Widener University | \$16,500.00 |
| Woodbury University | \$23,500.00 |



NEWH REGIONAL GROUP HANDBOOK

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

NEWH, Inc.
Post Office Box 322
Shawano, WI 54166
US and Canada: 800.593.NEWH – tel 800.693.NEWH – fax
United Kingdom: 0800.096.9571 – tel 0800.096.9572 – fax
info@newh.org <http://www.newh.org>

The purpose of the manual is to provide members an official reference book of guidelines for implementing the objectives of the NEWH, Inc.

This manual should be used in conjunction with the NEWH, Inc. By-laws, to bring members an appropriate resource for discharging their responsibilities as Members, Directors and Officers of the NEWH, Inc.

Members may use contents without permission.
Others wishing permission to use any part of contents may write to the address above.

NEWH has established a vehicle for those members who are in an area that does not have a large hospitality community, but still want to be affiliated with NEWH. Our new Regional Group model will provide for members to gather under the authority of NEWH, give a scholarship each year, and work toward chapter-hood, if feasible.

NEWH is pleased with the interest shown in forming a Regional Group. We are delighted to present this manual to assist in the formation process.

Members include, but are not limited to, those persons involved in the design, planning and implementation of Hospitality related projects; individuals who manufacture, market, distribute, service or supply products for the Hospitality Related Industries; executives in the fields of management and operations of Hospitality Related Industries; those engaged in the areas of publishing, with emphasis on Hospitality Related Industries; educators of design and management in Hospitality Related Fields, and students aspiring to any of these fields.

NEWH, Inc. has a strong and ongoing commitment to education. The fundamental function of NEWH, Inc. is raising funds for education in the above mentioned fields.

The principal charitable endeavor of NEWH, Inc. is the creation and maintenance of a Scholarship fund. Scholarships are awarded annually to students who apply and qualify under NEWH, Inc. standards.

NEWH, Inc. recognizes the talent and ability of young people and encourages their involvement in all areas of the industry, through educational programs, student design competitions, internships and student memberships.

Education of members is achieved through educational meetings, panel discussions by experts in their fields, seminars, tours of manufacturing facilities, CEU programs for both members and non-members, and the exchange of information and ideas among members and participants.

It is the goal of NEWH, Inc. that Regional Groups will join to form an active and positive force in the region and in the Hospitality, Foodservice, and Related communities. Regional Groups may join with other organizations to further purposes of NEWH, Inc.

It is also hoped that each Regional Group will provide some opportunities for the members to have fun together.

It takes time to organize, build and maintain a strong Regional Group. The following format is intended to give you the framework for doing so.

The first step is to form a group of eight (8) to ten (10) NEWH members who are interested in forming a Regional Group. This group should consist of designers, trade representatives, manufacturers, consultants, industry executives and other related professionals. These interested parties will be part of the Formation Committee of the region. The Committee should provide to NEWH, Inc. at least two individuals who will be the NEWH, Inc. contacts for the Region.

The group will be encouraged to hold no-host happy hour type events or no-host luncheons to develop interest in the Region. The NEWH, Inc. office will be available to help create invitations and email to a targeted list of industry individuals in the area. It will be requested that members of the group provide the NEWH office with a contact list to create the Region's database. It will be the responsibility of the Regional members to update the NEWH office on additions, corrections or deletions to the master database.

Once the group has attained 15 members, they can officially become a Regional Group.

Preamble

How to Start the Process

When a geographic area has 15 voting members, they may apply to become an NEWH Regional Group by completing an application and submitting it to the NEWH, Inc. office. The application will be reviewed by the VP/Membership and Director/Expansion. The application will then be forwarded, along with their recommendation, to the NEWH Executive Committee for review. The Regional Group application will be reviewed and voted on by the NEWH, Inc. Board of Directors.

Establishment of a Regional Group

Some of the criteria that the NEWH, Inc. Board of Directors will use to review requests for Regional Group formation are as follows:

Criteria used by the NEWH, Inc. Board of Directors

- The Regional Group has read the NEWH, Inc. By-laws and can exist within the framework set forth within;
- The Regional Group understands the short and long range goals of the NEWH, Inc. and is in agreement with them;
- The Regional Group will be able to promote an awareness of the NEWH, Inc.;
- The Regional Group will be able to attract members representing all facets of the Hospitality, Foodservice, and Related fields; and
- The Regional Group will have fifteen (15) members in good standing to receive authorization to move forward.

Part of the application to become a Regional Group includes the establishment of a Steering Committee to lead the Regional Group. The Steering Committee consists of Chairperson, Secretary, Membership and Programming. The Steering Committee will meet quarterly.

Steering Committee

The Regional Steering Committee will participate in a conference call with the NEWH, Inc. President, VP/Membership, Director/Expansion and the NEWH Executive Director. The Steering Committee will confirm their geographic area and Regional Group name; that they have read, understand and agree to follow the NEWH, Inc. By-laws; number of voting members in the region; and state their goals for the Regional Group.

Upon the vote of approval by the NEWH, Inc. Board of Directors, the Regional Group Steering Committee will oversee the growth and progress of the proposed Group and will formalize the Group name.

NEWH/ _____ Region
(Region Designation)

The positions on the Steering Committee are informal, as long as those assuming them are serious in their intent to serve, and there is a consensus of agreement on who will serve in each. This committee will form the nucleus of the organization. New people should be brought on to the Steering Committee each year to keep the ideas fresh and new and the Regional Group moving forward. Ideally the Chair would step down each year and an existing committee member would assume the chair position.

The Steering Committee will meet, at minimum, quarterly or more often if they feel necessary. Minutes of all meetings must be taken and submitted to the NEWH, Inc. office.

Membership potential should be assessed. The various ways to do these are:

Determining Potential Membership

- The NEWH, Inc. office will provide the Regional Group with a list of entries in the NEWH, Inc. database. It will then be the responsibility of the Regional Group to add to the list, make corrections on the list or request deletions from the list by submitting the information to the NEWH, Inc. office, who maintains the database.
- A list of descriptions is provided in the Preamble of this document to find areas from

which to recruit all possible members.

- Ask all new members to provide a list of potential candidates for membership.
- The Steering Committee will consult with area educational facilities to gain names of faculty and student contacts.
- In addition to the above, the members of the group should NETWORK as good networking will foster membership!!

The function of the NEWH, Inc. office is to run the business of the organization and support its NEWH, Inc. Board of Directors, Chapters and Regional Groups.

Support for the Regional Groups will include:

- Provide annual Steering Committee Training Webinar
- Review and approve all membership applications
- Handle all dues collections and disbursement of funds
- Support members' online activities, membership and resource directory, NEWH Connect, etc.
- Participate in quarterly Regional Conference Calls
- Maintain master region database
- Help setup/design event invitations
- Broadcast event invitations
- Handle online RSVP for all events
- Setup and help maintain Regional Group web page

NEWH Regional Groups are not allowed to have an admin/checking accounts or collect funds on behalf of NEWH. Because they are not a chartered entity within NEWH, they will not be registered in the state where they function.

For funded events, see the Events/Meetings section.

The region will need 15 voting members to form a Regional Group.

NEWH provides both paper and online membership applications. We encourage people to join online, as this will also enroll them in NEWH Connect, the social networking section of the NEWH website. Potential members should be told to join as a Regional Member and type in their area on the application.

Upon completion of the application and approval by the NEWH Executive Director, the new member will receive an email from the NEWH office welcoming them and telling them how to access the website, different ways they can become involved, etc. The application data will be forwarded to the Steering Committee. The Steering Committee will also receive a chapter roster monthly.

The Regional Group Steering Committee will meet on a regular quarterly basis. Minutes of its meetings are to be formally kept and a copy forwarded promptly to the NEWH, Inc. office. Written notice of these meetings will be sent to the membership at least thirty (30) days prior to their scheduled date, so that interested Regional members may attend. Whenever possible an agenda for said meetings should be provided in advance.

The Regional Group is encouraged to hold no-host Happy Hour type events, no-host Luncheons, no-host hotel/restaurant tours, etc. at least once per quarter.

The Regional Group may hold up to two (2) funded events per year. This event may be a fundraiser or educational program and should include presentation of the annual Scholarship. A budget for the event must be submitted to the NEWH, Inc. office for approval prior to moving forward with any events. The group will work with the NEWH office on event notice,

**Function/
Support of
NEWH, Inc.**

Finances

Membership

**Events/
Meetings**

deposits, online RSVP and payments, sponsorships, etc. Any excess funds raised by the event will go into the group's escrow account.

If the group has a negative cash flow at an event, they will not be allowed to hold another funded event for 12 months. If two (2) events lose money, NEWH, Inc. would no longer cover the Regional Group expenses.

Programs should promote the goals of the NEWH, Inc. and maintain the high standards that reflect the nature of the organization.

After being established as a Regional Group for a twelve (12) month period, the group will have the opportunity to present one (1) \$2,000.00 scholarship per year.

The Regional Group shall have 15 voting members for no less than 12 months prior to funding the annual scholarship. The "funding date" would be the annual "group establishment date" anniversary as described in the handbook.

Fifty percent (50%) of the Regional Group members' dues will be placed in a special account to help cover the cost of the award. The NEWH, Inc. office will send out an announcement to the area colleges and universities soliciting applicants. The applications will be sent to the Steering Committee for selection. All scholarships given must follow the established guidelines/criteria set forth by NEWH, Inc.

Steering Committee members will be invited to attend NEWH Quarterly Chapter Board Discipline Calls.

Quarterly conference calls will be provided for the regional members to participate in. Members will be able to brain storm about "what works and what doesn't" in each region, get new programming ideas, network for business purposes, and discuss who is interested in serving as delegate for the Regional membership.

An online Forum will be established on the NEWH website to allow communication between conference calls.

Scholarship

Other Communication Opportunities

embrace innovation...

2013 **NEWH** LEADERSHIP CONFERENCE IN SAN FRANCISCO



The challenges of an ever-changing industry present new and interesting opportunities. Learn how Hospitality Industry executives are succeeding in this evolving market by attending the 2013 NEWH Leadership Conference in San Francisco.



Keynote speaker:

CHIP CONLEY—

Founder, Joie de Vivre Hotels

Joie de Vivre operates nearly 40 unique hotels across California, each built on an **innovative design formula** that inspires guests to experience an “identity refreshment” during their visits.



Hospitality Design sponsors the Owner's Roundtable— Meet 20 leading Hospitality owners in an intimate setting



Hotel Interactive facilitates an energetic executive panel discussion on trendsetting brands

► Bigger isn't always better! Leading professionals share the vision for unique boutique experiences.



San Francisco, CA | Friday & Saturday, January 25–26, 2013

at the Grand Hyatt Union Square, San Francisco

Don't Miss the **NEWH San Francisco Trade Show Thursday, January 24th**

Conference Passes:

| | |
|----------------------------|--------|
| NEWH Member | \$ 200 |
| Non-Member | \$ 295 |
| Student Member | \$ 50 |
| 1-day Conference Pass..... | \$ 150 |

NEWH
LEADERSHIP
conference

LEADERSHIP TRAINING FOR THE HOSPITALITY INDUSTRY

FOR MORE INFORMATION VISIT OUR WEBSITE AT WWW.NEWH.ORG
or contact Jena Seibel, NEWH, Inc.
email: leadership.conference@newh.org
Questions, call: 800.593. NEWH

NEWH
LEADERSHIP
conference
LEADERSHIP TRAINING FOR THE HOSPITALITY INDUSTRY



NEWH San Francisco Trade Show
THURSDAY, JANUARY 24

NEWH Leadership Conference
FRIDAY & SATURDAY, JANUARY 25 & 26, 2013
Both at Grand Hyatt Union Square | San Francisco, CA

1 DAY OF INNOVATIVE INDUSTRY RESOURCES
2 DAYS OF EMPOWERING KNOWLEDGE!

NEWH The Hospitality Industry Network, the not-for-profit business networking and education organization in hospitality, will host its biennial **NEWH Leadership Conference in San Francisco, CA Friday & Saturday January 25–26**, at the Grand Hyatt Union Square. Themed “Bridge to the Future,” this international hospitality conference will focus on a positive message for leaders—how to capture new business, state-of-the-art hospitality developments and trends, and sustainable practices. The NEWH Leadership Conference attracts hundreds of leading hospitality professionals from the U.S., Canada, and the U.K. Attendees represent hospitality service professions including architecture, interior design, purchasing, supply, contract manufacturing, development, and logistics, plus hotel and restaurant management, and brand leadership. The conference aims to strengthen personal and professional leadership skills and industry knowledge among NEWH leaders, members, and industry constituents by offering fresh business perspectives and strategies. Ultimately, the conference serves to fulfill the NEWH mission of education, networking, and scholarship in hospitality.

NEWH Leadership Conference will co-locate with **NEWH San Francisco Trade Show**—beginning January 24 and lasting through January 26—with trade show and conference both located at the Grand Hyatt Union Square, and ending with a reception on Saturday evening honoring NEWH Award of Excellence recipients, recognizing individuals who have made significant contributions to the industry. This event offers conference attendees the opportunity to view products and services for hospitality design and operations, and network with international and San Francisco-based attendees. San Francisco attracts 16.5 million domestic and international travelers each year serving them with more than 33,372 hotel rooms.

By registering on or before October 15, 2012 you will be entered into a raffle for prizes to be awarded at the Welcome Reception Thursday, Jan. 24, 6:30 pm. *Must be present to win*

REGISTER NOW!

Discounted rates for NEWH members.

JOIN NOW to save on the
conference registration

THURSDAY, January 24

12 :00 – 6:00 pm **NEWH San Francisco Regional Trade Show Leadership Conference registration**

6:30 - 8:30 pm **Welcome Party**—San Francisco Bay Area Chapter welcomes the Leadership Conference attendees...*more details to follow!*

DON'T MISS

NEWH SAN FRANCISCO
 REGIONAL TRADE SHOW


THURSDAY, JANUARY 24th, 2013

NEWH LEADERSHIP CONFERENCE BEGINS

FRIDAY, January 25

8:00 –9:00 am Continental Breakfast Buffet
 9:15 –9:30 am Welcome/Julia Marks, President, NEWH

Keynote Address

9:30 –10:30 am **Chip Conley, PEAK Performance:**

 “Thriving organizations are the direct result of flourishing individuals and teams.” As the preeminent thought leader at the intersection of psychology and business, and a successful practitioner of emotional intelligence at work, Chip shares his unique prescription for success.

General Sessions

10:45 –11:45 am **Current and Future Trends of the Hospitality Industry:** Hotel Interactive’s Glenn Haussman leads an energetic exchange of dialogue with leading design and hospitality executives focusing on current trends in design and supply

12:00 – 1:30 pm **Lunch Buffet**

Breakout Sessions

1:30 –2:30 pm Session1: **Sustainable Hospitality** update will focus on the progress manufacturers are making related to better sustainable products and their manufacturing processes.
 Session 2: **iPad for Business Productivity – tips and tricks.** See the newest tools available for our industry
 Session 3: **Selecting Wine at a Business Dinner.** This fun and informative workshop gives you some easy guidelines for your selection

2:30 -3:30 pm **Break**

hospitalitydesign 3:30 - 5:00

Owner’s Roundtable Facilitated by Hospitality Design (HD), this forum will include professionals from leading hospitality companies. Hear these executives share positive news for the hospitality industry and tips on how to win jobs with their companies!

5:00 - 6:00 pm

SPONSOR
 LOGO

SPONSOR
 LOGO

VIP Reception. Two featured sponsors will enjoy exclusive networking with executives and design, architecture and purchasing professionals only. This is the opportunity for intimate conversations with key industry professionals

6:00–7:00 pm

Reception/Cocktail Mixer Network with friends and colleagues in our industry. Open cocktail hour for all conference attendees

* Programs and speakers are subject to change.

SATURDAY, January 26

8:00 -8:30 am Continental Breakfast Buffet

Keynote Address

8:30 9:30 am **Boutique is Unique**
Bigger isn't always better! Boutique resorts and restaurants are making a BIG impact on the hospitality market. Leading professionals share the vision for unique boutique experiences.

General Sessions

9:45 – 10:45 am **Maintaining Style.** Bob Puccini and Robert Polacek, Puccini Group discuss the firm's international success and share their passion for exceptional restaurant design.

11:00 – 12:00 **Reinventing Yourself.** Jason Goldberg and Bradford Shelhammer, founders of Fab.com —marketing and re-branding

12:00 – 1:30 pm **Lunch Buffet**

Breakout Sessions

1:30 -2:30 pm Session1: **Charging forward.** Building the resources to advance your business.

Session2: **Marketing and Social Media.** New opportunities in an evolving marketplace.

Session3: **Finding your groove.** Applying what you know in new ways.

2:45 -3:45 pm **Industry Report:** The industry shows positive growth. Smith Travel research executives share their credible stats for 2013–14.

5:00 -7:00 pm **Cocktail Reception — Scholar's Reception/NEWH Awards of Excellence.** Join us as we celebrate exceptional individuals with the 2012 Awards of Excellence and acknowledge some of the leaders NEWH has assisted with the scholarship program. *Business casual dress acceptable.*

SPONSOR
LOGO

Conference Passes:

NEWH Member \$200
Non-Member \$ 295
Student Member \$ 50
1-day Conference Pass..... \$150

Awards Reception: Scholar's Reception/NEWH Awards of Excellence Cocktail Event. *Details and pricing to follow.*

Images from the 2011 NEWH Leadership Conference in Orlando, Florida



Thierry Coup, SVP, Universal Creative



Raul Leal, President, Virgin Hotels
—Keynote Speaker



Informative, Industry-focused Panel Sessions



* Programs, speakers and topics are subject to change.

DID YOU KNOW?

You can sign up and pay for your sponsorship ONLINE!
Go to www.newh.org - click on Leadership

FOR MORE INFORMATION: Jena Seibel, NEWH, Inc. | fax: 800.693.6394
email: leadership.conference@newh.org | Questions, call: 800.593. NEWH

NEWH
The Hospitality Industry Network
Regional Tradeshow

| | | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | total net profit for NEWH, Inc. | average profit per show |
|---|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------------------------|----------------------------|
| Atlanta | Income | | | | | | | 116,255.00 | | 147,740.00 | | |
| | Expense | | | | | | | 49,558.66 | | 54,100.54 | | |
| | Chapter Percentage | | | | | | | 26,678.54 | | 37,455.78 | | |
| | NEWH, Inc. profit | | | | | | | 40,017.80 | | 56,183.68 | 96,201.48 | 48,100.74 |
| Dallas | Income | 94,000.00 | | 96,290.00 | | 85,591.00 | | 150,620.00 | | | | |
| | Expense | 31,769.38 | | 29,046.13 | | 31,515.83 | | 47,482.16 | | | | |
| | Chapter Percentage | 24,959.05 | | 25,155.46 | | 21,039.88 | | 41,255.14 | | | | |
| | NEWH, Inc. profit | 37,271.57 | | 42,088.41 | | 33,035.29 | | 61,882.70 | | | 174,277.97 | 43,569.49 |
| Chicago | Income | | | | | | | | | 163,395.00 | | |
| | Expense | | | | | | | | | 79,647.36 | | |
| | Chapter Percentage | | | | | | | | | 33,499.06 | | |
| | NEWH, Inc. profit | | | | | | | | | 50,248.58 | 50,248.58 | 50,248.58 |
| Greater New York | Income | | | | | | | 176,810.00 | | | | |
| | Expenses | | | | | | | 79,194.19 | | | | |
| | Chapter Percentage | | | | | | | 39,046.32 | | | | |
| | NEWH, Inc. profit | | | | | | | 58,569.49 | | | 58,569.49 | 58,569.49 |
| Houston | Income | | | | | | | | | 68,487.50 | | |
| | Expense | | | | | | | | | 37,075.39 | | |
| | Chapter Percentage | | | | | | | | | 12,564.84 | | |
| | NEWH, Inc. Profit | | | | | | | | | 18,847.27 | 18,847.27 | 18,847.27 |
| Los Angeles Founding Chapter | Income | | | | | | 112,472.50 | | 147,965.00 | | | |
| | Expense | | | | | | 52,567.12 | | 61,125.30 | | | |
| | Chapter Percentage | | | | | | 23,962.15 | | 34,735.88 | | | |
| | NEWH, Inc. profit | | | | | | 35,943.23 | | 52,103.82 | | 88,047.05 | 44,023.53 |
| North Central | Income | | | | | 59,351.00 | | | | 61,890.00 | | |
| | Expense | | | | | 33,943.48 | | | | 25,648.58 | | |
| | Chapter Percentage | | | | | 10,163.01 | | | | 14,496.57 | | |
| | NEWH, Inc. profit | | | | | 15,244.51 | | | | 21,744.85 | 36,989.36 | 18,494.68 |
| Northwest | Income | | | | 42,197.50 | | | 54,120.00 | | 68,090.00 | | |
| | Expense | | | | 18,510.19 | | | 24,749.31 | | 41,506.95 | | |
| | Chapter Percentage | | | | 9,001.18 | | | 11,718.28 | | 10,633.22 | | |
| | NEWH, Inc. Profit | | | | 14,686.13 | | | 17,652.41 | | 15,949.83 | 48,288.37 | 16,096.12 |
| Orlando | Income | | | | | | 106,432.00 | | 138,632.00 | | | |
| | Expense | | | | | | 38,880.01 | | 52,711.71 | | | |
| | Chapter Percentage | | | | | | 27,020.80 | | 34,368.12 | | | |
| | NEWH, Inc. Profit | | | | | | 40,531.19 | | 51,552.17 | | 92,083.36 | 46,041.68 |
| Denver | Income | | | | | | | 70,395.00 | | | | |
| | Expense | | | | | | | 30,887.01 | | | | |
| | Chapter Percentage | | | | | | | 15,803.20 | | | | |
| | NEWH, Inc. Profit | | | | | | | 23,704.79 | | | 23,704.79 | 23,704.79 |
| Southern Counties | Income | | 68,396.75 | | | | | | | | | |
| | Expense | | 44,664.35 | | | | | | | | | |
| | Chapter Percentage | | 9,348.32 | | | | | | | | | |
| | NEWH, Inc. Profit | | 23,732.40 | | | | | | | | 23,732.40 | 23,732.40 |
| Washington DC Metro | Income | 69,960.00 | 61,124.00 | 81,715.00 | 104,761.10 | 112,290.00 | 120,830.00 | 149,165.00 | | 147,840.00 | 147,840.00 | |
| | Expense | 31,877.94 | 36,668.94 | 33,124.74 | 41,894.84 | 40,770.89 | 50,834.10 | 59,596.06 | | 70,013.38 | 70,013.38 | |
| | Chapter Percentage | 15,904.89 | 9,060.94 | 20,991.40 | 23,693.71 | 27,292.41 | 27,998.36 | 35,827.58 | | 31,130.65 | 31,130.65 | |
| | NEWH, Inc. Profit | 22,177.17 | 15,394.12 | 27,598.86 | 39,172.55 | 44,226.70 | 41,997.54 | 53,741.36 | | 46,695.97 | 291,004.27 | 32,333.81 |



NEWH Regional Tradeshow Policies and Procedures

Chapter Intent

Thanks to our chapters, the NEWH Regional Tradeshow has been a huge success. NEWH, Inc. will hold up to six Trade-shows each calendar year. The NEWH, Inc. Director of Regional Tradeshows and Vice President of Events will present a yearly tradeshow calendar to be voted on by the International Board of Directors.

The NEWH Regional Tradeshow is an NEWH, Inc. sponsored event held in conjunction with your chapter. Each interested Chapter is invited to present a brief proposal on hosting the RTS by gathering the following info and sending it to the current Director of Tradeshows or Jena Seibel in the NEWH office. Please review the Tradeshow Policies and Procedures as well as the Tradeshow Timeline prior to submitting your proposal and revisit it once your chapter tradeshow has been announced.

1. Number of architecture, design, specification, or purchasing firms in the city and surrounding suburbs of the Chapter that were previously or are currently working on hotel, restaurant, nursing home, etc. projects in the city and surrounding suburbs of the Chapter. Approx. number of employees in the firms and approx. dollar volume of hospitality projects completed or in process would be helpful. Please be sure to include firms OUTSIDE the NEWH Chapter membership, such as AIA, ASID, IIDA members, etc.
2. Number of hotel management companies and hotel brand corporate headquarters located in the Chapter's metro area and the number of hotels they control, again whether they are local NEWH members or not
3. Number of full service hotels in the metro area with function rooms/meeting space of 10,000-15,000 sq. ft. or more that can host a one-day tabletop/trade show type event for 100 exhibitors that include food & beverage service in the exhibit hall
4. Advise an appropriate time of the year for an event like this in your city. (We don't want to compete with HD Expo in Vegas or HD Boutique in Miami or IH/M&RS in New York for exhibitors or attendees)
5. Advise if the Chapter board and members are ready and willing to volunteer their time locally to help stage the event. Essentially NEWH, Inc. and the director will bring the exhibitors to the city; the local chapter is responsible for helping plan the function and bringing the local design & buying community to the show so the exhibitors are happy

Conflict of Interest

Unfortunately, NEWH cannot allow any chapter to host an event that can potentially be viewed as an NEWH Regional Tradeshow. That means, chapters are not allowed to host any sort of event that focuses primarily on a tabletop, trade-show, product expo or like styled event. What you can do is offer as reward to your sponsors a small opportunity to show their product at an event. For instance, if you have a hotel tour and you invite the vendors who installed product in that hotel to sponsor, they would be eligible to have a small table of cards, brochures and one or two product pieces as your chapter determines is fair and available. The primary function of your event can in no way compete with the NEWH Regional Tradeshow brand. We must enforce this to maintain the success of our Regional Tradeshows and the value it holds to our corporate partners and exhibitors.

Selecting your tradeshow date

Each chapter or region may vary on the best time of year and day of the week to hold a tradeshow. Each chapter will suggest appropriate dates and times to the NEWH, Inc. office when they submit their event proposal.

Tradeshow hours

Generally, show should be for a length of 6-7 hours with a hour of cocktail reception time. Shows in the past have been open from 12-6 or 12-7 with the last hour cocktail reception, 12-1 (1:30) lunch for attendees to generate early attendance, and then 5-6 or 5-7 cocktail reception.

Fees:

Each chapter/region may experience a varied fee structure based on the costs of holding the event and what the market can bear. Tradeshow booth fees range from \$950-\$1150 per booth and will be negotiated with the chapter after the hotel and exhibit contracts are complete.



Each booth receives two free passes to the tradeshow; each additional exhibitor badge is \$25. The additional fee helps cover the cost of food and beverage. Non-exhibiting vendors, manufacturers, sales representatives, and media will be charged \$50 NEWH member and \$100 nonmember for tradeshow attendance.

Standardized Regional Tradeshow Events

Event staff setup: Early AM, day of event

Exhibitor setup: 8am-11pm

Potential CEU from 11am-12pm

Exhibitor lunch served 11:30am

Tradeshow floor open: 12pm-6pm

Attendee lunch refreshed and served: 12:00pm until gone

Cash bar and appetizers served: any time after 4pm and until 8pm pending Chapter preference

Cocktail Reception

Typically held between 5 and 6pm or 5 and 7pm, the chapter President will draw for two, \$500 cash prizes; one at 2:30 p.m. and the other at the end of the reception. Announcement of all Corporate Partners and show sponsors will take place during the cocktail reception. The Chapter President makes these announcements and Thank You's.

Social Events/Parties

Hosting chapters at some point visit the idea of hosting a social event before or after the tradeshow. Any event outside of the standard tradeshow is subject to review by the NEWH, Inc. staff and Director of Regional Tradeshows. Items to consider before planning any additional event are cost and availability of volunteer time. Based on past experience, exhibitor feedback and corporate partner interests, the following is policy regarding social events/parties outside of this cocktail reception.

Evening before tradeshow

Simple networking events only: announcements of discounts in hotel bar and/or presence of local chapter board members in hotel bar evening before creates a nice start and camaraderie for arriving exhibitors. This event can simply just occur in the bar area with all other guest of the hotel or a request for a separate reserved area (at no charge) with some appetizers/pizzas, and again using the hotel bar as cash bar. NEWH, Inc. can email exhibitors Information regarding this event a couple weeks before the show. There should be no charge to attend and this cannot be a chapter meeting, fundraising event or require attendance from participating exhibitors, attendees or sponsors.

Evening of tradeshow

A continued networking party after the show needs to have much consideration regarding the main focus of having attendees at the show, as the show is your fundraiser. In addition, this event is a chapter based and planned event separate from the tradeshow income. With this, any event planned afterwards should be advertised as must attend tradeshow for entrance/tickets to the after party. Handing out of the "pass" to the after party at the show can be done at the registration desk or through a special after party sponsor at their booth. In addition, exhibitors at the shows are to be welcomed into this continued networking event free of charge. Tradeshow attendees should also be admitted free of charge with their entrance ticket. A large sponsored after party is cautioned due to cost as well as volunteer time. Please discuss with your local chapter board before committing to a large-scale event and present your ideas to the Inc Office and the Director of Tradeshows for further review.

CEU or speakers

Having a speaker or offering a one-hour CEU before the start of the show is a great way to stimulate early attendance at the start of the show. Typically these are held from 11-noon. NEWH has a list of approved CEU's. Consideration should always be given to NEWH Corporate Partners as first priority to offer a CEU. At no time can a CEU be held during Tradeshow hours.

Sponsorship

NEWH offers many different sponsorship opportunities that are outlined on the exhibitor registration letter. Included are different sponsor levels including show collateral sponsors. Additional sponsorship ideas include coffee sponsor for a few hours of the show, full lunch sponsor, and appetizer sponsor. There is no sponsorship for the bar as that is to remain cash bar.

MARK YOUR CALENDAR

2012

Sep 10 NEWH, Inc. Board of Directors Mtg.
Sep 11-12 HD Boutique
Oct 18 Dallas Regional Tradeshow
Nov 11 Exec Comm. Strategic Planning Session
Nov 10-13 IH/M&R Show
Nov 12 Gold Key Breakfast

2013

Jan 24 NEWH, Inc. Board of Directors Mtg.
Jan 24 San Francisco Regional Tradeshow
Jan 25-27 NEWH Leadership Conference
Feb 27 HD Summit
Mar 5 Sunshine Regional Tradeshow
Apr Chicago Regional Tradeshow
May 14 NEWH, Inc. Board of Directors Mtg.
May 15-17 HD Expo & Conference
Aug Los Angeles Regional Tradeshow
Sep 22 NEWH, Inc. Board of Directors Mtg.
Sep 23-24 HD Boutique
Oct Minneapolis Regional Tradeshow
Oct Seattle Regional Tradeshow
Nov 10 Exec Comm. Strategic Planning Session
Nov 9-12 IH/M&R Show

2014

May 14 HD Expo & Conference
Sep 16 HD Boutique

Statement of Intent from our Candidates

To: NEWH, Inc. Board of Directors
From: **Trisha Poole**
Position: **President Elect**

As President Elect, I would look forward to learning a great deal from Julia and Helen as current and past President of NEWH Inc. As I reach the role of President in 2014 it would be my goal is to provide leadership to the EC and IBOD that is based on a clear vision of appreciation and positive growth. The current success of NEWH is due to MANY not few.

It would be my hope to continue the improvements Julia is making in meeting structure and communication with the IBOD and EC while building new relationships with partners that will contribute to the financial stability of NEWH and spread the positive brand message of NEWH!

To: NEWH, Inc. Board of Directors
From: **Lee Brotsker**
Position: **Director/Expansion**

I would review the Regional Membership List (Data Base) w/ the President, the VP of Membership, and NEWH, Inc. staff

- I would try to Identify the Key Areas and their Leadership in order to prioritize our/my efforts
- I would compose a letter, identifying myself and offer my availability to any/all interested
- I would follow up the email w/ a direct phone contact w/ those in priority order
- Those who were contacted and responded would get a "follow up" and I would establish an open dialogue
- I/we would the access their current status, and begin a program to manifest progression
- I would review w/ them the Regional Handbook in detail and ensure their understanding and comfort
- I would thoroughly map and document this progress for their own use and to report the status to NEW, Inc.
- I would visit any area/s (if the Budget allows) to a leadership meeting (I plan on driving to Boston soon)
- I would share my thoughts and experiences in order to help them see and respond to the progress and avoid the pitfalls
- I would also share successful programs that others have used

To: NEWH, Inc. Board of Directors
From: **Andy Schaidler**
Position: **Director/Expansion**

I feel I would be a great candidate for Director of Expansion for the 2013/2014 term.

Being an NEWH member who is almost 2 hours away from my original host Chapter, and with all my travels around the country working with members of our industry in numerous 'secondary' cities and markets, I feel I have a terrific sense of what it's like to be active in hospitality and yet not living & working in one of the key major hospitality metro areas on the continent.

I would like to help grow the membership and the attitudes of those of us living and working remotely in our industry, and help newer smaller emerging groups form into successful NEWH regions and eventually Chapters.

It would be an honor to bring additional networking and connection opportunities to our more remote members, with more scholarship fundraising and granting opportunities for them and us as well.

To: NEWH, Inc. Board of Directors
From: **Leigh Mitchell**
Position: **Director/NEWH Conferences**

After working on the San Francisco Leadership Conference, I should have full knowledge of what is needed for the next conference.

I believe a strong NEWH presence is needed in the chosen destination to have a successful, unique event.

To: NEWH, Inc. Board of Directors
From: **Bryan Adcock**
Position: **Director/NEWH Regional Tradeshow**

I would like to continue my service as Director of Regional trade shows. In the last two years, we have seen the trade shows con-

tinue to grow into a very popular medium and have taken steps to preserve their position in the industry.

I propose to further refine and develop the brand behind the regional trade shows and enact new initiatives that boost attendance for the events such as the addition of the Owner's Roundtable as a regular event. NEWH has collaborated with Hospitality Design Group on this initiative, which has been very successful in New York and at the NEWH Leadership Conference in Orlando.

Regional tradeshow is such a large source of revenue for the chapters and for NEWH, Inc that it must be protected and continue to expand.

To: NEWH, Inc. Board of Directors

From: **Carol Ranno**

Position: **Director/NEWH Regional Tradeshows**

As a bit of background on myself, I am a multi-line sales agent for the past fifteen years. I have served many positions on the local NEWH Washington DC Board of Directors and will be entering the Executive Director position in the 2013 calendar year on our local Board.

I have been a delegate on the IBOD for several terms as well.

As you know, the Washington, DC chapter has had a lot of experience in doing the NEWH Trade Shows. We have had at least nine of them since NEWH began Trade Shows. I have seen these shows become very important to the vendor community, the design/architecture community and the chapters that do these shows.

I believe through the hard work of the NEWH INC staff and previous Trade Show directors; we are at a great position now. We need a plan to bring us onward and upward – I see this as a 5 year plan as to where we focus on the path of our Trade Shows.

We need to take into account what is happening on a national level as far as other Trade Shows: HD Las Vegas, HD Boutique Miami and BDNY. We also need to work with each of our chapters to see what has worked in their areas and what needs improvement. Lessons learned in each Chapter are different.

I would begin with getting full background from Bryan Adcock, my predecessor and Jena, who knows all the twists and turns of the latest shows. I would like to speak to the Chairs of the past Trade Shows in the Chapters that have upcoming shows in 2013 to help smooth the way for a happy, profitable trade show.

I believe my involvement personally in so many past trade shows will help to bring a perspective on where we are and where we need to be in the future to fulfill the needs of the vendor base, the architecture and design base and the NEWH chapters.

2013 – 2014 BALLOT

EXECUTIVE COMMITTEE

| | | |
|-----------------|--------------|--------------------------|
| President Elect | Trisha Poole | <input type="checkbox"/> |
|-----------------|--------------|--------------------------|

NEWH BOARD OF DIRECTORS

EDUCATION

| | | |
|-------------|--|--------------------------|
| Scholarship | | <input type="checkbox"/> |
|-------------|--|--------------------------|

| | | |
|----------------------|------------------|--------------------------|
| Continuing Education | Mary Ann Thornam | <input type="checkbox"/> |
|----------------------|------------------|--------------------------|

MEMBERSHIP

| | | |
|------------|-----------------|--------------------------|
| Membership | Meghan Bazemore | <input type="checkbox"/> |
|------------|-----------------|--------------------------|

| | | |
|-----------|--------------|--------------------------|
| Expansion | Lee Brotsker | <input type="checkbox"/> |
|-----------|--------------|--------------------------|

| | | |
|--|----------------|--------------------------|
| | Andy Schaidler | <input type="checkbox"/> |
|--|----------------|--------------------------|

DEVELOPMENT

| | | |
|-------------|--------------|--------------------------|
| Fundraising | Benjamin Coy | <input type="checkbox"/> |
|-------------|--------------|--------------------------|

MARKETING

| | | |
|--------------------------|--|--------------------------|
| Marketing Communications | | <input type="checkbox"/> |
|--------------------------|--|--------------------------|

| | | |
|----------------------|--|--------------------------|
| Marketing Collateral | | <input type="checkbox"/> |
|----------------------|--|--------------------------|

EVENTS

| | | |
|-------------|----------------|--------------------------|
| Conferences | Leigh Mitchell | <input type="checkbox"/> |
|-------------|----------------|--------------------------|

| | | |
|--------------------|--------------|--------------------------|
| Regional Tradeshow | Bryan Adcock | <input type="checkbox"/> |
|--------------------|--------------|--------------------------|

| | | |
|--|-------------|--------------------------|
| | Carol Ranno | <input type="checkbox"/> |
|--|-------------|--------------------------|

SUSTAINABLE HOSPITALITY

| | | |
|-------------------------|-------------------|--------------------------|
| Sustainable Hospitality | Adrienne Pumphrey | <input type="checkbox"/> |
|-------------------------|-------------------|--------------------------|

You will be asked to turn your ballots in to the
NEWH, Inc. Executive Director at the Board of Directors Meeting on Monday, September 10.

Those board members who will **not be in attendance**, please mark your ballot, sign your name to the ballot and fax to the NEWH, Inc. Office at 800.693.NEWH **NOT LATER THAN 8:00 pm on FRIDAY, SEPTEMBER 7.**

All ballots received after that date and time will not be considered.

MOTION TO REMOVE DIRECTOR/CORPORATE PARTNERS

Date: September 10, 2012
Motion Number: 2

I, Helen Reed, move that the position of Director/Corporate Partners be removed from the NEWH, Inc. Board of Directors.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

MOTION TO ADD A DIRECTOR/SPECIAL EVENTS POSITION TO THE NEWH, INC. BOARD

Date: September 10, 2012
Motion Number: 3

I, Helen Reed, move to add a new position to the NEWH, Inc. Board of Directors called Director/Special Events. See collateral material below this motion.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

MOTION FOR A SPECIAL APPOINTMENT TO THE BOARD OF DIRECTORS

Date: September 10, 2012
Motion Number: 4

I, Helen Reed, move to appoint Jacob Cross to the NEWH, Inc. Board of Directors, to fill the position of Director/Marketing Communications.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

MOTION FOR A SPECIAL APPOINTMENT TO THE BOARD OF DIRECTORS

Date: September 10, 2012
Motion Number: 5

I, Helen Reed, move to appoint Rebecca Goldberg to the NEWH, Inc. Board of Directors, to fill the position of Director/Marketing Collateral.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

MOTION FOR A SPECIAL APPOINTMENT TO THE BOARD OF DIRECTORS

Date: September 10, 2012
Motion Number: 6

I, Helen Reed, move to appoint Wendy Grossman to the NEWH, Inc. Board of Directors, to fill the position of Director/Special Events.

Motion seconded by: _____

VOTE COUNT:

YEA: _____ NAY: _____ ABSTENTION: _____

STATUS OF MOTION:

Carried: Defeated:

**Director/Special Events
Job Description and Expectations**

Purpose: Development of a highly visible signature event for 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:**

- Event planning and management
 - Develop a calendar/timeline for event
 - Create strategies to generate interest in the event
- Identify event volunteer leadership and organize committee members
 - Recruit volunteers to work on committees and select a chair for each committee
 - Establish a beginning and end for each committee/task
 - Make volunteer experiences fun and exciting
- Solicit underwriting support
 - Identify and solicit sponsors to support event to assure the event is break even or profitable
 - Create event underwriting proposals, outlining benefits for sponsors
 - Assure companies receive event sponsorship benefits
 - Follow-up with sponsors to promote their satisfaction and likelihood of continuing support
- Create and marketing and visibility plan
 - Create and advertising plan
 - Work with PR on press releases, ads and other marketing and visibility opportunities
 - Distribute periodic e-blasts keeping donors and industry members up to date on event information

*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. Events
- Formulate a calendar of work flow to properly achieve goals.
- Participate in conference calls with committee members as necessary

Timeline :

- Insert Time Sensitive Dates
- Insert Time Sensitive Dates

- Insert Time Sensitive Dates
- Insert Time Sensitive Dates

Accountability:

- This position is accountable to the Vice President/Events and the NEWH, Inc. Board of Directors
- Setting goals, communicating those goals to the board and meeting deadlines
- Quarterly updates to the NEWH, Inc. Executive Committee

Outside obligations :

- Insert Meetings With Other Organizations, Business, Etc.
- Insert Meetings With Other Organizations, Business, 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 BOARD OF DIRECTORS MOTION FORM

Date: May 14, 2012

Motion Number:

I, _____

Motion seconded by: _____

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

Notes on discussion:



NEWH Chapter Discipline Mandatory Conference Call/Webinar For 2013 Board Members

NEWH Chapter Directors

NEWH established a Discipline Training Webinar for each of our Officers and Directors

- **ALL BOARD MEMBERS MUST ATTEND ONE OF THE WEBINARS** – if an officer or director cannot make one of the two assigned times, he/she will have to contact NEWH, Inc. for a special one-on-one webinar with the NEWH, Inc. office or step down from their position.
- Webinars are held in November and December of each year for the incoming Boards of Directors
- Two webinars are set up for each discipline
- The webinars will be short and concise. Webinars will cover duties & expectations, responsibilities, meetings and time commitment, timelines, accountability, outside obligations (if any) of each position on the board.
- There will be a Q&A where 2-term board members can answer questions from incoming board members

Please look at the schedule on the following pages and add these dates to your calendar. **Note: All times on the schedule are Eastern Time.** Each discipline will have 2 webinars, scheduled on different days and times. Chapter directors invited to the webinar will receive an email from ReadyTalk with call-in information and a webinar link.

Phone number for Webinars: 866-740-1260

United Kingdom: 02070844345 (Toll) or 08004960576 (Toll Free)

Passcode for Webinars: 526-5267

Please call the NEWH, Inc. office if you have any questions! 800-593-6394

