

EASTWOOD PARTNERS

Nonprofit, Association and Event Management

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Mission-Based Management

Eastwood is a full-service association and non-profit management, marketing, and event planning company. Founded in 1994 and based in Westfield, NJ, we manage small- to medium-sized groups; providing affordable, member-focused support to volunteer-governed organizations. Eastwood can offer each client the specific mix of management and support that they require based on the individual organization's mission and desired approach. We strive to provide members with a trusted resource where they can network and thrive, keeping visibility on and control in the hands of board and committee leadership who can pursue the mission with confidence knowing that they have the reliable support they need.

Eastwood's network of team members allows us the flexibility to meet each client's unique needs, and to transition to management of new clients quickly and seamlessly. Our relatively small staff is able to cultivate and develop personal relationships with members, media and sponsors, creating a far more direct and knowledgeable environment. We are accustomed to working with organizations that have a strong volunteer core, including very active boards, working hand-in-hand with the leaders that dedicate their time and efforts to supporting the underlying entity and cause.

We are very flexible in our approach to association and non-profit management, stepping up to fill needs wherever they arise to allow the organization to continue to function efficiently and effectively. We have been able to operate with a strong team spirit of "how can we get this done together," rather than focusing on what we are contracted to do and what is outside the scope of our responsibilities, and we are nimble enough to shift our approach as our clients evolve and grow. We would hope to carry this spirit into each client organization as their management team.

EASTWOOD STAFF



Tara Davey
President

Tara has been president of Eastwood Partners since 1997. She has served as the Executive Director of the Council of Hotel and Restaurant Trainers (CHART), an association of hospitality trainers, since 1998, and oversees other projects and events that Eastwood manages. In January, 2019 Tara joined the Women of the Vine Spirits Foundation as Executive Director and is working to help set up a structure for this rapidly growing nonprofit.

Prior to joining Eastwood, Tara served as a Trusts and Estates attorney in Greenwich, CT, overseeing estates and foundations, where she first became involved in non-profit management. Tara also served as an Assistant District Attorney in the Economic Crimes Bureau of the Brooklyn District Attorney's Office, and Deputy Director of the Dahesh Museum in New York City for three years, expanding her non-profit base of experience. She has managed non-profit associations full time for over 20 years.

Tara grew up in Carmel Valley, California. She has a B.A. from Georgetown University and a J.D. from St. John's University School of Law. She is based in Westfield, NJ. She likes coffee. A lot.



Allison LeTourneau
Administrative Manager

Always in-the-know, no one will know or relate to your membership and contacts better. Allison joined Eastwood in 2003 and works part-time.

As Administrative Director, Allison oversees many of the operations of Eastwood including volunteer support, regional and annual meetings, budget needs, and member recognition.

Allison currently serves on the board of directors of the Delaware Valley Society of Association Executives. She is also involved with several other nonprofit efforts in her hometown of Cranford, New Jersey.

Allison graduated from Rider College with honors with a double major in German and Spanish. Prior to joining Eastwood she was a Sales Representative at Emiliani Enterprises.

Allison is based in Cranford, NJ.

EASTWOOD STAFF



Lisa Marovec
Senior Director of Marketing

If you desire creative marketing that captures attention, engages communication, and inspires action, you've got it. Lisa has served as the Senior Director of Marketing for the Council of Hotel and Restaurant Trainers (CHART) since 1999.

She has over 25 years of marketing experience working in non-for-profit professional associations. Prior, she was Director of Programs and Services for the North American Association of Food Equipment Manufacturers (NAFEM) and Director of Strategic Marketing for the National Restaurant Association Educational Foundation (NRAEF), launching and branding such training programs as the ServSafe Food Safety program and ProStart High School Foodservice curriculum.

Lisa holds a B.A. in Marketing from the Illinois Institute of Technology and an M.B.A. from Northwestern University's Kellogg School of Management, with majors in Not-for-Profit Management, Marketing, and Strategy. Lisa is a member of the International Foodservice Editorial Council (IFEC) and is on its marketing committee.

Lisa is based in South Haven, MI.



Susan Diepen
Communications Director

Susan has a background in marketing, communications and event management. Prior to joining CHART, Susan was the Assistant Director at the South Haven Area Chamber of Commerce for seven years, where she managed several large annual festivals in addition to communications, public relations and membership services.

Susan graduated with honors from Western Michigan University in 2003 with a BA in Anthropology. She has a heart for animals, and her first professional career was as a zookeeper, working with gorillas and elephants. Other positions include lead caretaker at a wildlife rehabilitation clinic, development director at a llama sanctuary, and manager of a specialty pet and feed store.

Since moving back to her home state of Michigan in 2013, Susan has been the Vice President of the National Blueberry Festival. She is active as a volunteer in her community.

In 2019 Susan launched her own business, Tandem Marketing Solutions, LLC, specializing in small business branding and marketing.

EASTWOOD STAFF



Joe Davey
Master of Technology

When anything related to anything electronic or computer-based is not functioning, Joe makes it function. Like other Masters of Technology, he had no interest in producing a real bio for this profile, and we had to track down a photo of him by contacting his wife.

Having attended over six universities, Joe is the most educated human being that ever chose to not bother graduating from College. He knows everything about everything.

He is based in Tower Lakes, IL.



Erin Jordan
Event Planning and Negotiation Specialist

Erin Jordan has extensive experience in all facets of non-profit management. She is a socially aware and financially astute lawyer dedicated to helping associations serve their membership in the most effective manner.

She has a solid background in managing boards of directors and helping them achieve their identified goals. She carries years of varied revenue development strategies, including a wide range of national events, publications, and cultivating the best use of resources.

Besides many successful strategic partnerships, Erin is known for cultivating other non-dues revenue including sponsorship and other fundraising tactics. Her keen event negotiating has helped many associations significantly reduce their expenses. She specializes in growing volunteerism within her organizations, steering elected boards to the vision they carry for their terms in office and establishing and maintaining communication for teams around the world.

Erin is based in Spring Lake, NJ.

CURRENT CLIENTS

Eastwood currently manages CHART (Council of Hotel and Restaurant Trainers), a professional association of hospitality trainers, and the Women of the Vine & Spirits Foundation, a 501(c)3 nonprofit that provides scholarships to women in the spirits industry. In addition, we work with other organizations on individual projects and events.

Eastwood is in a position to add additional associations or non-profits, offering each the benefit of consolidated resources and services. We have the structure in place to add groups quickly by leveraging our network of professionals, increasing the hours of current part-time staff and adding administrative staff as needed to support all.

We have the expertise to oversee all aspects of nonprofit management:

- Streamlining efforts and shifting workload to a nonprofit staff
- Protecting the board by ensuring compliance with their fiduciary responsibilities
- Overseeing fundraising and donor care
- Maintaining focus on potential legal issues
- Reporting to a Board of Directors
- Leading a small staff of full and part-time employees and volunteers
- Managing operations and budget, including dealing with audits and regulatory filings
- Strategic planning for long term stability and growth
- Full membership and event management

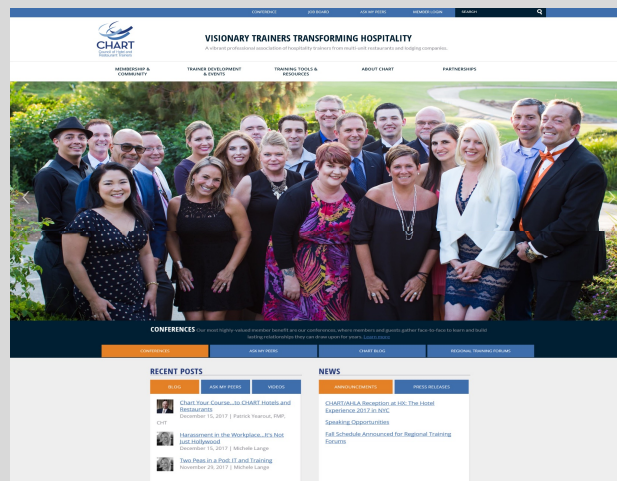


CURRENT CLIENTS - CHART

Some stats about CHART:

- 600+ Hospitality Trainers & HR Professional Members
- 350+ Multi-unit Foodservice and Lodging Chain Companies
- 2 National, Semi-annual Hospitality Training Conferences
- 4 Board Meetings Annually
- 20+ Regional Training Forums Annually
- 15 Webinars Annually
- 15 Sponsor Partners
- 20+ Resource Gallery Exhibitors
- Trainer Competency Certificate Program with LMS
- Awards & Scholarship Program

Chart.org



Conferences | Resource Gallery | Speaking Opportunities | Webinars | Blogs | Training Flash | Social Media | Website | Marketplace | Roundtables | flipCHART | Awards | Partner Benefits | Member Companies

Connect with Hospitality Trainers

Integrated Partnerships for Solution Providers

ABOUT OUR MEMBERS

50 Years as a niche non-profit association—the one place where hospitality trainers gather to learn, connect, and grow

650 Influential decision makers who are training and human resources professionals from foodservice, restaurant, and lodging companies; from entry-level to senior executive

- Executive/VP of Training
- Director of Training
- Manager of Training
- Instructional Designer
- Trainer/Facilitator

350 Multi-unit companies from diverse industry segments

- Quick-service/Fast casual restaurants
- Full-service/Fine dining restaurants
- Hotels/Resorts
- Convenience stores
- Casinos
- Cruise ships
- Senior living facilities
- Colleges & Universities

3,000,000 Workforce represented across the nation through systemwide training

75-86% Of CHART member companies report using external training resources and/or external e-learning solutions. Due to current events, that number is increasing. Our members are in dire need of trusted solutions.

Much More than Sponsorship

Our partners are treated like valuable members, and only our partners can access the exclusive benefits of CHART membership. CHART carefully selects partner companies that recognize the importance of people as a vital resource. Partner companies benefit from CHART's reputation as the leading organization for development and training in the foodservice and hospitality industry. Our support of our partners is highly visible to our membership, and we can become an essential part of your hospitality vertical sales and marketing channel.

2021 Partner Connect

← New website launched in 2016; managed by Eastwood
Thought-leadership via member blogs/articles has increased site traffic by 68% and increased time on the site by 140%

CURRENT CLIENT – WOTVS Foundation

Women of the Vine & Spirits Foundation

Eastwood Partners began managing the WOTVS Foundation in January of 2019, helping the new and rapidly growing 501(c)3 set up internal structures to support future growth, establish a system for unbiased selection of recipients, ensure equitable distribution of funds, and develop a donor program to grow with the organization. The Foundation has flourished and grown exponentially in the past three years, supporting hundreds of women with many unique new programs.



2017-2021 BY THE NUMBERS

The Women of the Vine & Spirits Foundation, Ltd. 501(c)(3) provides scholarships for the purpose of helping individuals advance their careers in the food, wine, spirits, beer, and hospitality industries through education, leadership, and professional development. These numbers illustrate the extraordinary reach each contribution to the Foundation has on its recipients and the incredible growth of the Foundation, thanks to our generous donors and volunteers.



4 RECIPIENTS

\$7,000

2017

9 RECIPIENTS

\$16,400

2018

44 RECIPIENTS

\$103,600

2019

42 RECIPIENTS

\$134,200

2020

59 RECIPIENTS

\$159,700 AWARDED

2021

SCHOLARSHIPS &
AWARDS SINCE 2017

158

APPLICANTS FROM

37

COUNTRIES

.....
WITH HEARTFELT
THANKS TO OUR
DONORS

25

COMPANY DONATIONS

7

INDIVIDUAL DONATIONS

HOW EASTWOOD STRUCTURES ADMINISTRATION

Headquarters Administration

Eastwood maintains a single office serving both all clients, with dedicated phone lines for each. Eastwood administrative staff might be available to assist all clients as needed. All administrative functions would be done out of this office. All mailings, maintenance of databases, bill processing, etc. are done from the one main office.

Financial Management

Eastwood maintains a bank account for each client at Wells Fargo Bank, or could work with the client's existing bank. Eastwood can pay all bills and provide the Treasurer with all reports as listed. Eastwood seeks outside recommendations for financial and income opportunities. An outside bookkeeper reviews monthly statements.

Web site hosting and maintenance

Website hosting and maintenance, if needed, is done by an outside company, although Eastwood is responsible for providing the company with all updates and changes. Recommendations and suggestions of the Board are welcomed and encouraged.

Contact with all third-party providers with which the organization contracts

Eastwood deals directly with all third parties with which the association contracts. Tara Davey reviews and signs all contracts on behalf of the association.

Communication activities (internal and external)

Eastwood prides itself on personal communication and creates an atmosphere that allows people to feel comfortable calling or emailing the office. We try to cultivate a feeling of belonging and ease that will encourage members and partners to take advantage of every benefit that the organization has to offer.

Communications with Board members can be done as often and with as much information as requested. In the first year as management we feel that excess communication is generally best, allowing the Board to see more of the day-to-day activities than they would generally need to review long-term.

Meeting administration including organization, registration, minute taking and distribution

Eastwood provides all administration that the Board chooses not to participate in. Minutes of Board Meetings and Business meetings are all done by the Executive Director and then distributed by the Eastwood office. Eastwood would also arrange for Board meetings based on a basic agenda either provided by the President or created by the Executive Director and President together. Eastwood would make all other arrangements for the Board meetings with the exception of Board member travel arrangements.

Preparation and distribution of reports

Eastwood prepares all reports to reflect whatever information needed and provide them to the Board as needed.