

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 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 provide members and sponsors 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. We 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 run efficiently and effectively. Functioning as a network of professionals, our team operates remotely, coming together for all in-person events and meetings, allowing us to leverage different skillsets to meet each client's needs. Our approach is always "how can we get this done together," rather than focusing only on scope of our contracted responsibilities, and we are nimble enough to shift our approach as our clients evolve and grow. We carry this spirit into each client organization as their management team.

EASTWOOD TEAM



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.



EASTWOOD TEAM



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.

From her office in South Haven, MI, Lisa helps associations across the U.S. drive membership and engagement



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 TEAM



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.

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 nonprofits, 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 team members 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

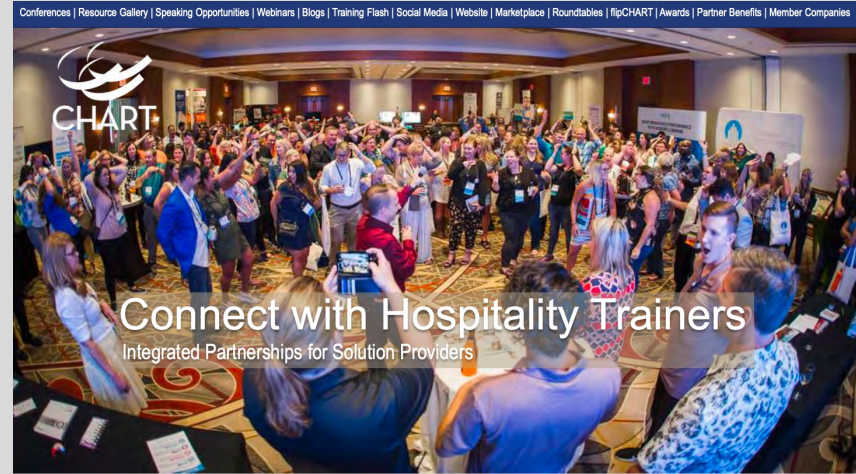
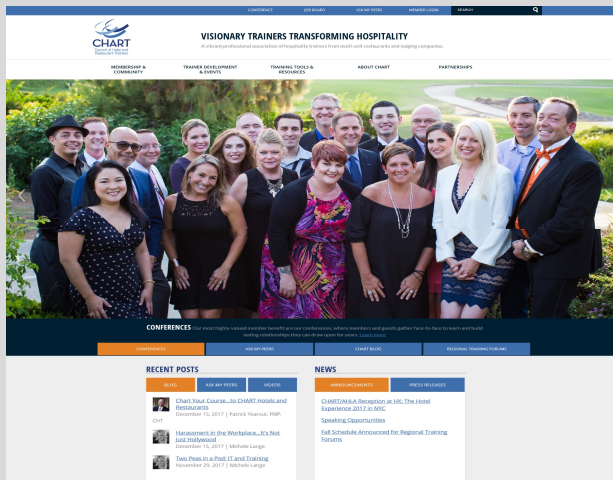


CURRENT CLIENTS - CHART

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



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

Website 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 – CHART – INSPIRED MEETINGS AND EVENTS



After personally planning and executing more than 50 conferences for CHART, we know how to provide an experience for members that inspires, connects, and is just plain fun and engaging.



CURRENT CLIENT – CHART – ENGAGING MEMBER COMMUNICATION

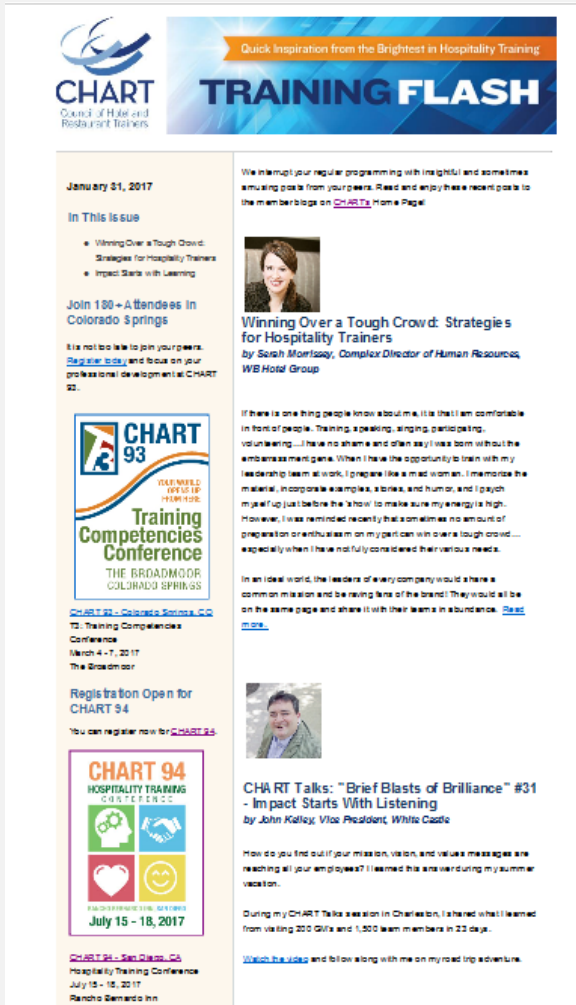


CHART
Council of Hotel and Restaurant Trainers

Quick Inspiration from the Brightest in Hospitality Training

TRAINING FLASH

January 31, 2017

In This Issue

- Winning Over a Tough Crowd: Strategies for Hospitality Trainers
- Impact Starts With Listening

Join 180+ Attendees in Colorado Springs

It's not too late to join your peers. Register today and focus on your professional development at CHART 93.

CHART 93
TRAINING FLASH
YOU NEED TO GET UP EARLY!
Training Competencies Conference
THE BROADMOOR COLORADO SPRINGS

CHART 93 - Colorado Springs, CO
Training Competencies Conference
March 4 - 7, 2017
The Broadmoor

Registration Open for CHART 94

You can register now for CHART 94.

CHART 94
HOSPITALITY TRAINING COMPETENCIES
FUTURE'S SO BRIGHT
July 15 - 18, 2017

CHART 94 - San Diego, CA
Hospitality Training Conference
July 15 - 18, 2017
Rancho Bernardo Inn

We interrupt your regular programming with insightful and sometimes amusing posts from our members. Read and enjoy these recent posts to the membership on [CHART's](#) Home Page!

Winning Over a Tough Crowd: Strategies for Hospitality Trainers
by Sarah Koffsky, Complex Director of Human Resources, WB Hotel Group

If there is one thing people know about me, it is that I am comfortable in front of people. Training, speaking, singing, participating, volunteering... I have no shame and often say I was born without the embarrassment gene. When I have the opportunity to train with my leadership team at work, I prepare like a mad woman. I memorize the material, incorporate examples, stories, and humor, and I push myself up just before the show to make sure my energy is high. However, I was reminded recently that sometimes no amount of preparation or enthusiasm on my part can win over a tough crowd... especially when I have not fully considered their various needs.

In an ideal world, the leaders of every company would share a common mission and be using some of the best! They could all be on the same page and share it with their teams in abundance. [Read more.](#)

CHART Talks: "Brief Blasts of Brilliance" #31 - Impact Starts With Listening
by John Kallay, Vice President, White Castle

How do you find out if your mission, vision, and values messages are reaching all your employees? I learned this while vacationing in my summer vacation.

During my CHART Talks session in Charleston, I learned what I learned from visiting 200 girls and 1,500 team members in 23 days.

[Watch the video](#) and follow along with me on my road trip adventure.



flipCHART
CONNECTING THE CHART MEMBER COMMUNITY

VISIONARY TRAINERS TRANSFORMING HOSPITALITY

A NEW YEAR FOR GREAT NEWS APRIL 2016

High 5
Ideas Are Free!!

Front-Row Leadership Expert Marilyn Sherman – Charleston Keynote #2

Front-Row Leadership
Marilyn Sherman, CSP
Speaker, Author, Consultant

Marilyn Sherman, @frontrowgirl, wowed attendees a few years back at CHART's Austin conference. In addition to a very motivational presentation, she expertly mingled in the room from the time the first attendee arrived, talking to people, engaging in real conversations, and quickly making lots of CHART friends.

She is back with new content on how to live life in the front row, and how to evolve and position yourself to help others to their front row.

One thing that prevents people from having more success is a lack of courage and confidence to lead effectively. When people settle, it impacts their work, their team, their leadership, and their entire lives. Marilyn provides solutions to prevent people from living and leading from mediocrity. Think of her as an usher, leading you to your front row.

Check her out at www.thestandardovation.com and then register for Charleston today!

Keynotes 2 & 3 Announced!

Being a Great Teammate
Don Yaeger, The Speaker Champions, New York Times Best-Selling Author Executive Coach, and Text Culture Expert

How to Train Your Social Engagement Plan
Colby Hutchinson, Senior Manager of Customer Care and Guest Feedback, Best Western Hotels & Resorts

Join us in Boca Raton to call these best-practice training sharpen your skills, expand your network, and dive into emerging trends affecting hospitality. This is the conference design create futures so bright, you gotta... (you know the rest).

BRILLIANT KEYNOTE #1

Brand the Moment: 5 Ways to be Unforgettable and Create Customers for Life

What is the true value in attending CHART's 96th annual Hospitality Training Conference? Connecting, sharing and learning with a community of dedicated professionals who foster brighter futures for themselves, their organizations, and our industry's workforce each and every day.

Simon Bailey is just such an inspiring leader. In his newest workshop, he leverages what he has learned over more than 30 years working with six different companies, including the Disney Institute and the Ritz-Carlton Learning Institute. He is bringing these tried-and-true methods to CHART so you can take away bright ideas to capture customer loyalty for life.

Simon T. Bailey, CEO
Simon T. Bailey International

Two New Training High 5 E-Books Online Now

The 2014 and 2015 Training High Five winners are now featured in the CHART member website under Trainer Toolbox. These annual compilations of ideas recognize simple and particularly-effective training solutions implemented by your peers. These solutions have helped training be delivered more efficiently, allowed trainees to more quickly achieve their learning objectives, and/or improved the overall performance of employees. Explore this anthology of ideas and perhaps you can copy, transform, and combine these sparks into your own successful solution!

FUTURE'S SO BRIGHT
HOSPITALITY TRAINING CONFERENCE
CHART 96
BOCA RATON, FLORIDA
MAY 15-18, 2016
BOCA RATON RESORT & CLUB

Registration is now open at chart.org – Trainer Development & Events – Upcoming Conference.

Restaurant Group
Go to chart.org – Trainer Development & Events – Webinars.

Webinar

10x yearly printed member e-newsletter, a high-touch piece

Twice monthly e-blast directing to newly-posted blogs/articles/content

CURRENT CLIENT – CHART – INDUSTRY PARTNERSHIPS AND SPONSOR STEWARDSHIP

THANK YOU TO OUR SPONSOR PARTNERS

Gold Partner



Silver Partners



Bronze Partners

Alliance Partners



Customized and personal relationships with each sponsor partner

2018 NRA Show Educational Sessions Featuring CHART Members

MAY 19 SATURDAY

CHART Booth: #2468
Power of Partnership Pavilion in the South Hall

11:00 am
Hire, Train, Reward, Retain



12:00 pm
ServSuccess: Stronger Workforce, Stronger Industry



MAY 22 TUESDAY

10:30 am
Successful Businesses are Embracing Turnover – Know Why You Should Too



10:30 am
Video Killed the Radio Star, and it's Killing the Training Binder, Too



MAY 20 SUNDAY

11:00 am
Impact Business Performance: Elevate Your Workforce



Kendall Ware
Orange Leaf
kware@orangeleafyogurt.com

2:00 pm
Teambuilding Techniques for Ever-Changing Teams



Patrick Yearout
Ivar's Restaurants
patrick@keepdam.com



Marisa McLaughlin
Firehouse Subs
marisa.mclaughlin@firehousesubs.com



Calvin Banks
BENCHMARK
cbanks@benchmarkglobal.com

MAY 21 MONDAY

12:00 pm
Winning the Workforce
TDn2K

3:30 pm
Big Brands Aren't Dead, But Mediocre Performance IS!
TDn2K



1:00 pm
Maximum Bang, Minimum Buck: Getting the Most Out of Your Training Dollars



Patrick Yearout
Ivar's Restaurants
patrick@keepdam.com



Lael Garner-Weadock
Marcus Hotels & Resort
lael@arnweadock@marcushotels.com



Joetta Barnes
Perkins & Marie Callender's
joetta.barnes@prkmc.com



Mike Freeman
McAlister's Deli
mfreeman@mcalistersdeli.com

2:00 pm
Invest in Your Business, Invest in Dishwashers



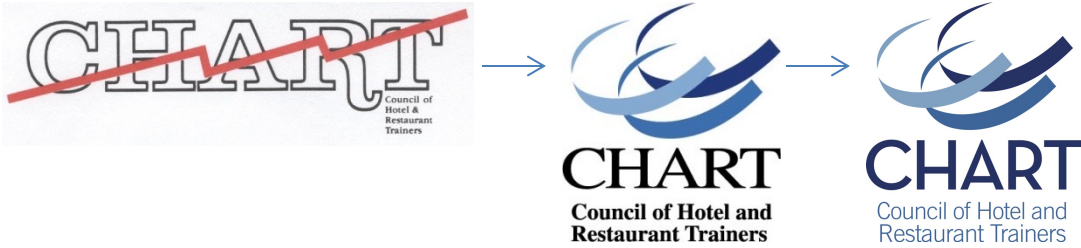
Jessie Bray
PunkAngler Development
punkangler@gmail.com

Dedicated to securing member speakers at major industry events and articles in national publications

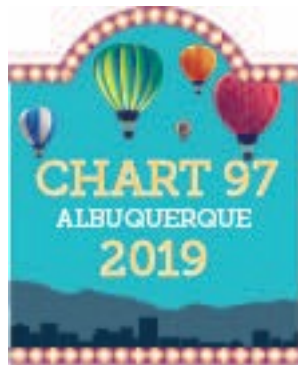


Tara Davey and Rob Grimes, CEO of the International Food and Beverage Technology Association, a CHART strategic alliance partner.

CURRENT CLIENT – CHART – UNIQUE BRANDS & CONFERENCE PERSONAS



Hospitality Training Competencies CERTIFICATE PROGRAM



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 four years, supporting hundreds of women with many unique new programs.



FOUNDATION BY THE NUMBERS 2017 - 2022

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.



2017 - 2022

66 COUNTRIES

APPLICANTS FROM

WITH HEARTFELT THANKS TO OUR DONORS

.....

32 7

COMPANY DONATIONS INDIVIDUAL DONATIONS



Candidates from every corner of the globe have applied to the WOTVS Foundation since 2017!



74 RECIPIENTS
\$174,700 AWARDED
 2022

\$595,600

in scholarships and awards given since 2017

MANAGEMENT APPROACH

Association & Membership Management

Eastwood maintains a single main office for phones, mailings and technology serving all clients. The Eastwood team members all work remotely, keeping overhead low and allowing us to leverage a network of professionals to meet each client's needs effectively and efficiently, keeping overhead costs to an absolute minimum. Association management includes handling all day-to-day operations, maintaining records, handling insurance, financials, member processing, communications and maintaining membership database.

Financial Management

Eastwood maintains a bank account for each client at Wells Fargo Bank, or with the client's existing bank. We can pay all bills and provide the Treasurer with all reports. An outside bookkeeper reviews monthly statements and financial professionals are consulted for investment advice. Eastwood works directly with an outside accountant to prepare all reports and returns required by the IRS.

Event Management

Planning and organization, site selection and contract negotiation, marketing, registration including payment processing, event administration, volunteer supervision, budgets, supplies, food & beverage, contracts, exhibitor details, sponsor care, and all logistics related to the event. Eastwood works with the board in selecting speakers and programming to ensure that the educational content is fully targeted to the attendees. Eastwood may also be responsible for the design of materials, signage, working with the conference app as well as all the purchase and printing of all materials.

Website Hosting and Maintenance

Website hosting and technical maintenance for both the association and event specific platform may either be done by an outside company, with Eastwood responsible for providing content, or may be populated by Eastwood, depending on the AMS and/or event management platform used by the association.

Marketing, Communication and Graphic Design

Eastwood prides itself on personal communication and creates an atmosphere that allows people to feel comfortable contacting the office to address any needs. 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.

Eastwood has internal marketing capabilities to ...
(publications, emails, marketing plan, website, social media,

Board Governance and Strategic Planning

Eastwood provides all administration that the Board chooses not to participate in, although we are accustomed to working with some very active boards as well. Eastwood arranges for Board meetings based on a basic agenda either provided by the President or created by the Executive Director and President together. We work with the board and sometimes outside professionals to direct strategic planning. Eastwood prepares all reports and provides them to the Board as needed.

Sponsors

Eastwood works with board to identify and solicit potential sponsors. Once secured, Eastwood maintains the partner relationship ensuring we can leverage the partnership to maximize benefit to the association members.

Third-Party Providers

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

Outsourced

REFERENCES

Past President:

Jason Lyon, President, Flatbread Company
lyonjasonm@gmail.com
603-236-1282 (mobile)

Member-at-Large and Past President:

Mike Hampton, Ed.D., Dean of the Chaplin School of
Hospitality & Tourism Management, Florida
International University
mhampton@fiu.edu
305-919-4018 (FIU office)

Sponsor:

Joleen Goronkin, President and Founder, People &
Performance Strategies
joleen@ppstrat.com
612-963-5057 (mobile)

Industry Partner:

Chip Romp, Sr. Director Workforce and Operation
Support, National Restaurant Association
wromp@restaurant.org
859-806-4302

