



# PEOPLE, PROCESS & PERFORMANCE



DATA MANAGEMENT ▲ LEADERSHIP ▲ MARKETING ▲ NETWORKING

**VSAE**  
— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

ANNUAL CONFERENCE  
**May 5–7, 2019**  
The Omni Homestead

**6+**  
Hours  
CAE Credit!

## KEYNOTES



**Michelle Tillis Lederman\***

*Executive Essentials*

### The Relationship Driven Leader: Because People Do Business With People They Like

Your ability to create meaningful and lasting relationships directly impacts your success from hiring, to being a trustworthy leader, to shaping the organizational culture. Growing a larger network with stronger relationships increases your value, influence, and impact. Discover how you can become a leader who attracts and engages an eager, committed team. Expand your role, build loyalty, and close deals on relationships not price. And when opportunities arise, be first in mind and someone they want to say 'yes' to!



**Mark Grossman\***

*Grossman & Stickles*

### YOU Can Be the Best Negotiator in the Room: Every Great Association Executive is a Great Negotiator

Negotiating is not merely a business skill, it's a life skill too! Thus, an association executive's ability to negotiate is in many ways the most important skill a leader can have. In this high energy, entertaining, and yet substantive session, technology lawyer, negotiator, and professional keynote speaker on negotiating skills, Mark D. Grossman will give you the benefit of what he learned in his 30 plus years as a negotiator.

\*Provided courtesy of Powell Kohne Associates, LLC.

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ANNUAL CONFERENCE  
MAY 5-7, 2019 ▲ THE OMNI HOMESTEAD

## CONFERENCE AGENDA

### Sunday, May 5

11:00 a.m. – 5:00 p.m.

**Pre-Conference Activities**  
*descriptions on back page*

4:00 – 6:00 p.m.

**Registration Open**

6:00 – 7:30 p.m.

**Opening Reception**

7:30 – 9:00 p.m.

**Dinner on your own +**

### Monday, May 6

6:00 – 7:00 a.m.

**Yoga Wake Up**

8:30 – 10:15 a.m.

**BREAKFAST & OPENING KEYNOTE:**  
**The Relationship Driven Leader: Because People Do Business With People They Like**

Michelle Tillis Lederman  
*description to the left*

10:15 – 10:30 a.m.

**Networking Break**

10:30 – 11:45 a.m.

**BREAKOUT SESSIONS**  
*descriptions on next page*

- ▶ **DATA MANAGEMENT:** Learning to be Data-Driven – Strategy Before Software
- ▶ **MARKETING:** Find Your Fan Factor: Streamline, Organize & Leverage Your Social Media Marketing
- ▶ **LEADERSHIP:** You – The Brand: Determine and Drive How Others See You
- ▶ **NETWORKING:** Increasing Your Networking Effectiveness

12:00 – 1:00 p.m.

**Lunch & Board Installation**

1:00 – 1:30 p.m.

**LUNCHEON KEYNOTE:**  
**YOU Can Be the Best Negotiator in the Room: Every Great Association Executive is a Great Negotiator**  
Mark Grossman  
*description to the left*

1:45 – 3:00 p.m.

**BREAKOUT SESSIONS**  
*descriptions on next page*

- ▶ **DATA MANAGEMENT:** Governance – Questions Seldom Asked – Answers Needed
- ▶ **MARKETING:** Reframe: The Power of Vulnerability to Unlock Peak Performance
- ▶ **LEADERSHIP:** The Changing Workforce
- ▶ **NETWORKING:** Take Your Negotiating Skills to the Next Level

3:00 – 3:15 p.m.

**Networking Break**

3:15 – 4:15 p.m.

**Shared Interest Group (SIG) meetings**

5:30 – 6:30 p.m.

**President's & Emerging Association Professionals (EAP) Reception**  
*invitation only*

6:30 – 7:15 p.m.

**Reception**

7:15 p.m. – 12:00 a.m.

**Dinner, Dessert Reception, and Entertainment**

### Tuesday, May 7

8:30 – 9:30 a.m.

**Breakfast**

9:45 – 11:00 p.m.

**BREAKOUT SESSIONS**  
*descriptions on next page*

- ▶ **DATA MANAGEMENT:** Technology Trends and the Effects on Associations
- ▶ **MARKETING:** Using LinkedIn as an Organizational Marketing Tool
- ▶ **LEADERSHIP:** Which Hats Are You Wearing? Switching Hats to Facilitate Stronger Teams
- ▶ **NETWORKING:** Mastering Your Memory

11:15 a.m. – 12:00 p.m.

**IGNITE Sessions**  
*description below*


+ Dining options are limited at The Omni Homestead and in Hot Springs. Making reservations early is highly encouraged.

## What Are IGNITE Sessions?

Back by popular demand, this year's conference will feature IGNITE presentations from attendees. IGNITE presentations are fast-paced five minute presentations with 20 slides that auto-advance every 15 seconds. Topics range from the personal to the professional. ALL ATTENDEES are invited to submit their ideas to give an IGNITE presentation at this year's conference. Learn more at [vsae.org/ignite](http://vsae.org/ignite).



# BREAKOUT SESSIONS AND SPEAKERS

	MONDAY MORNING	MONDAY AFTERNOON	TUESDAY MORNING	
DATA MANAGEMENT	<p><b>LEARNING TO BE DATA-DRIVEN – STRATEGY BEFORE SOFTWARE</b>  <i>Michael Butera, Association Activision, LLC</i>                      Associations are awash in information of all kinds. Today, learning a few simple, but important rules and becoming data-driven is essential to the modern 21st century association. Learn the principles of being data-driven with the idea of being results-oriented.</p>	<p><b>GOVERNANCE – QUESTIONS SELDOM ASKED – ANSWERS NEEDED</b>  <i>Michael Butera, Association Activision, LLC</i>                      We are in a time of rapid change and societal upheaval. Explore the three pillars of adapting boards to this new environment—curiosity, action visioning, and sustainability—with a baker's dozen of questions that you should be asking.</p>	<p><b>TECHNOLOGY TRENDS AND THE EFFECTS ON ASSOCIATIONS</b>  <i>Reggie Henry, ASAE</i>                      With the amount of disruption in (and caused by) technology today, it is important for associations to focus on what's really important—creating member value. Technology trends associations should be focused on will be discussed and demonstrated.</p>	 <p><b>TEDDY BURRISS</b></p>
MARKETING	<p><b>FIND YOUR FAN FACTOR: STREAMLINE, ORGANIZE, &amp; LEVERAGE YOUR SOCIAL MEDIA MARKETING</b>  <i>Meredith Oliver, Meredith Communications</i>                      Would you like to utilize social media more effectively, but you are lacking the time and resources to do so? This session will NOT load you down with more to-do tasks and complicated technology tips. You will learn to develop a process to streamline and organize your social media presence.</p>	<p><b>REFRAME: THE POWER OF VULNERABILITY TO UNLOCK PEAK PERFORMANCE</b>  <i>Meredith Oliver, Meredith Communications</i>                      Would you like to be more creative, show more leadership, and accomplish more goals? Meredith will use humor to share how a series of lightning bolt moments reframed her world-view. Learn how to recognize your own lightning bolt moments and start taking massive action towards your goals.</p>	<p><b>USING LINKEDIN AS AN ORGANIZATIONAL MARKETING TOOL</b>  <i>Teddy Burriss, Burriss Consulting, Inc.</i>                      LinkedIn has become much more than a career transition tool; it can be a powerful business tool. Attendees will be exposed to ideas and best practices which when adopted can provide the framework for increasing the benefits of using LinkedIn in your organization.</p>	 <p><b>BRADLEY DAWSON</b></p>
LEADERSHIP	<p><b>YOU – THE BRAND: DETERMINE AND DRIVE HOW OTHERS SEE YOU</b>  <i>Michelle Tillis Lederman, Executive Essentials</i>                      How you are known amongst your colleagues is a critical component of your future success. Learn how to strengthen the lasting impressions you make on your network, expanding upon lessons from the speaker's books, <i>The 11 Laws of Likability</i> and <i>The Connector's Advantage</i>.</p>	<p><b>THE CHANGING WORKFORCE</b>  <i>Brad Dawson, LTV Dynamics</i>                      The basis for industry identification is changing, which brings with it a corresponding need to change the make-up and overall structure of organizations. This presentation highlights those new and emerging C-suite positions and skill sets that are evolving as businesses seek to adapt to the new paradigm.</p>	<p><b>WHICH HATS ARE YOU WEARING? SWITCHING HATS TO FACILITATE STRONGER TEAMS</b>  <i>2018–2019 ALV Cohort Class</i>                      This highly interactive and engaging session will explore ways to develop a more cohesive and effective team. Participants will learn practical skills around building trust within a team and facilitating dynamic group discussion related to association management.</p>	 <p><b>TYLER ENSLIN</b></p>
NETWORKING	<p><b>INCREASING YOUR NETWORKING EFFECTIVENESS</b>  <i>Jim Roman, Association Leadership Institute</i>                      People join associations to make connections, but not all connections are equal. You will learn how to help your members by teaching them how to get the highest ROI from their networking activities.</p>	<p><b>TAKE YOUR NEGOTIATING SKILLS TO THE NEXT LEVEL</b>  <i>Mark Grossman, Grossman &amp; Stickle</i>                      As a follow-up to the luncheon keynote address, Mark will take you deeper into the minds of great negotiators. You will walk away with a wealth of ideas to add to YOUR wealth. Come to this session ready to participate in a mock negotiation.</p>	<p><b>MASTERING YOUR MEMORY</b>  <i>Tyler Enslin, Tyler Enslin International</i>                      In this fun and highly engaging training program you will learn unique and exciting methods to increase your memory skills to extraordinary levels. Most importantly, discover how to use these new skills in daily life—instantly recall people's names, give presentations without notes, and improve mental organization.</p>	 <p><b>REGGIE HENRY</b></p>
			 <p><b>MEREDITH OLIVER</b></p>	
			 <p><b>JIM ROMAN</b></p>	



## GET DETAILED SESSION DESCRIPTIONS, CONTENT LEADER BIOS, AND MORE ON THE OFFICIAL VSAE MOBILE APP!

Download and install VSAE's mobile app to enhance your conference experience. The app is designed to help you navigate the conference, connect with other attendees, and engage on social media. To download the app to your phone or tablet, search "Engagefully" from your phone's app store. Open the Engagefully app and search for VSAE 2019 Annual Conference.

**VISIT** [vsae.org/annual](http://vsae.org/annual)

**EMAIL** [info@vsae.org](mailto:info@vsae.org)

**CALL** (804) 747-4971

**SHARE** #VSAEAC19

**6+**  
HOURS!



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 ANNUAL CONFERENCE  
 MAY 5-7, 2019 ▲ THE OMNI HOMESTEAD

**CONFERENCE REGISTRATION**

**Paid by April 5    Paid after April 5**

Member .....	\$215	.....	\$245
Non-Member .....	\$245	.....	\$275
Spouse/Guest* .....	\$180	.....	\$210

*\*Must accompany a full registration.*

Your registration fee includes:

- ▶ All educational sessions.
- ▶ Two receptions.
- ▶ Breakfast, lunch, and dinner on Monday and breakfast on Tuesday.
- ▶ Opening and Luncheon Keynotes.

To receive the Early Bird discounted rate, register, and pay by **Friday, April 5** using the enclosed registration form or by registering online at [vsae.org/annual](http://vsae.org/annual).

*All rates are subject to applicable state and county taxes as well as occupancy fees. **Deadline for room reservations is Friday, April 5, 2019, but may sell out early.** After this deadline, rooms are on a space and rate available basis. See registration form for additional information.*

**HOTEL ACCOMMODATIONS**

**OMNI RESORTS**  
 the homestead

**7696 Sam Snead Highway, Hot Springs, VA 24445**

Reservations can be made online at  
[vsae.org/annual](http://vsae.org/annual)

or by calling  
**(800) 838-1766**

Executive members .....	\$155
Associate members/non-members .....	\$175

**VSAE Room Rates will be available until Friday, April 5.**

Monday night's complimentary rooms for executives are based upon availability. Credit applies at hotel check-out. Check-in is 4:00 p.m. and check-out is 11:00 am.

**PRE-CONFERENCE ACTIVITIES**

*All Pre-Conference Activities are on Sunday, May 5. Registrations are limited. Activities require additional fees—see registration form. All activities include lunch. Check-in 15 minutes prior to scheduled activity at Allegheny Activities, located in the Tower Corridor Shops hallway.*



**The Cascades Gorge Hike**

Group A: 1:00 – 4:00 p.m. | Group B: 2:00 – 5:00 p.m.

During this three-mile hike you'll learn fun facts about the gorge from an expert naturalist. Learn about regional and unusual flora and fauna and the medicinal and edible properties of the many local plants in this semi-tropical environment. The 13 cascading waterfalls are the perfect spot for a picture.



**Archery and Red Tail Racer Zipline**

1:00 – 2:30 p.m.

Try your hand at bow and arrow shooting! Ten stationary targets are set at varying distances for adults and children and a wide selection of bows accommodate right- and left-handed archers, both adult and youth. Seeking an extra dose of excitement or simply want to dive into the fun of a dual racing zip? Then the Red Tail Racer is the perfect course! At 1,300 feet long, the two dueling lines span from the ski area mid-station to the Mountain Lodge. Skilled guides will provide a detailed orientation, including safety and equipment procedures, and each participant will be outfitted with a harness and helmet prior to boarding the lift. This racing course is offered to adults and children 8 years and over, 80 lbs–250 lbs.



**Golf at The Cascades**

11:00 a.m. – 4:00 p.m. (First tee time is 11:00 a.m.)

Regarded as one of the finest mountain courses in the country, The Cascades offer challenging links set against the backdrop of Virginia's breathtaking Allegheny Mountains. Sam Snead launched his career on this fabled Virginia mountain golf course, which has the honor of being ranked among "America's 100 Greatest Public Golf Courses" by *Golf Digest*. Designed by legendary course architect William S. Flynn, The Cascades uses its varied terrain to influence play, rather than dictate it. Nationally ranked, The Cascades frequently tops the list of the best Southern Courses including #1 in *Golfweek* magazine's "Best Golf Courses You Can Play in Each State."

**REGISTER ONLINE AT [VSAE.ORG/ANNUAL](http://vsae.org/annual)**



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NAME \_\_\_\_\_ ASSOCIATION/COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ TELEPHONE \_\_\_\_\_ MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

EMERGENCY CONTACT \_\_\_\_\_ RELATIONSHIP \_\_\_\_\_ CONTACT NUMBER \_\_\_\_\_

## ACCOMMODATIONS:

Hotel reservations can be made online at [vsae.org/annual](http://vsae.org/annual) or by calling The Omni Homestead at (800) 838-1766. Ask for the VSAE Conference rate and identify yourself as an executive (\$155) or an associate (\$175). **Rates will be available until Friday, April 5, but may sell out early.** Monday night's complimentary rooms for Executive members are based upon availability. Credit applies at hotel check-out. Check-in is 4:00 p.m. and check-out is 11:00 a.m.

- All registrations must be prepaid prior to the conference. Refunds will be made on the following scale: up to March 22– less a \$25 administrative fee, from March 23 to April 5–75% of fees, from April 6 to 13–50% of fees. No refunds will be made after April 13. Substitutions are welcome at any time.
- Only members or a designated replacement may register at the member rate. Others from the company must register as non-members.
- Please register online, make copies of this form for additional registrants, or obtain a form from [vsae.org/annual](http://vsae.org/annual).

## REGISTRATION

	EARLY BIRD (Paid by April 5)	REGULAR (Paid after April 5)	QUANTITY	TOTAL
Member .....	\$215	\$245	<input type="text"/>	<input type="text"/>
Non-Member .....	\$245	\$275	<input type="text"/>	<input type="text"/>
Spouse/Guest* .....	\$180	\$210	<input type="text"/>	<input type="text"/>

## ACTIVITIES

<b>Hike</b>	VSAE member .....	\$45	\$60	<input type="text"/>	<input type="text"/>
	VSAE non-member .....	\$60	\$75	<input type="text"/>	<input type="text"/>
<b>Archery &amp; Zipline</b>	VSAE member .....	\$40	\$55	<input type="text"/>	<input type="text"/>
	VSAE non-member .....	\$55	\$70	<input type="text"/>	<input type="text"/>
<b>Golf</b>	VSAE member .....	\$80	\$95	<input type="text"/>	<input type="text"/>
	VSAE non-member .....	\$95	\$110	<input type="text"/>	<input type="text"/>

## RAFFLE TICKETS

1 for \$10, 3 for \$20, 9 for \$50, or 20 for \$100

\*Must accompany a full registration.

**TOTAL AMOUNT ENCLOSED**

**YOU WILL BE SENT AN EMAIL TO MAKE YOUR EDUCATION SESSION CHOICES AFTER YOUR REGISTRATION IS PROCESSED.**

- will /  will not attend the Sunday Opening Reception (6:00–7:30 p.m.)
- will /  will not attend the Monday Breakfast (8:30–10:15 a.m.)
- will /  will not attend the Monday Lunch (12:00–1:00 p.m.)
- will /  will not attend the Monday Night Reception & Dinner (6:30–9:00 p.m.)
- will /  will not attend the Tuesday Breakfast (8:30–9:30 a.m.)

FOOD ALLERGIES \_\_\_\_\_

SPOUSE / GUEST NAME AND FOOD ALLERGIES \_\_\_\_\_

**CROWD RELEASE:** By registering to attend and by your presence, you consent to be photographed, filmed, and/or otherwise recorded. Your registration constitutes your consent to such photography, filming, and/or recording and to any use, in any and all media throughout the universe in perpetuity, of your appearance, voice, and name for any purpose whatsoever in connection with this VSAE event.

**REGISTER ONLINE WITH YOUR CREDIT CARD AT [VSAE.ORG/ANNUAL](http://vsae.org/annual) OR RETURN THIS FORM WITH A CHECK PAYABLE TO VSAE.**

**FAX** (804) 747-5022

**EMAIL** [info@vsae.org](mailto:info@vsae.org)

**CALL** (804) 747-4971

**MAIL** 2924 Emerywood Parkway, Suite 202  
Richmond, VA 23294

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