



— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

# YOUR *association* PRESS

FEBRUARY 2017

Your data is only as good as what you do with it. Does your organization know what to do with its data? If not, join VSAE on **Friday, March 3**, at the **Hilton Richmond Downtown**, as Bryce Gartner presents, **"Building a Data Culture for Success."** In this

seminar, Bryce will showcase how to use your organization's data and build a culture emphasizing data-driven change in the process. He will discuss specific examples of associations, non-profits, and for profit companies while discussing how to get beyond technology to better understand the key cultural barriers to utilizing data.

During the luncheon, **"The Key to Creating Disruptive Change – Data,"** Bryce will share information on the leaders impacting

## BIG DATA

change in their industry, what they have done to change the marketplace, and how they use data to drive those changes. This luncheon will share some of the best practices and methods to get started in driving a culture of

change in your organization.

Bryce Gartner is the Founder and CEO of icimo, LLC. Bryce has spoken at the national, regional, and local level on topics including Association Management, big data, data analytics and visualization, technology integration, CRM (Customer Relationship Management), marketing, and operational strategy with positive feedback from attendees, peers, and management.

**REGISTER AT [VSAE.ORG](http://VSAE.ORG).**

## REGISTER NOW FOR ANNUAL CONFERENCE

### ASPIRING TO BE THE BEST

Registration is now open for the 2017 VSAE Annual Conference, April 30–May 2, at the Hotel Roanoke & Conference Center in Roanoke. VSAE's vision to be the best at making our members and their associations the best. This year's annual conference is focused squarely on that goal. The content is all about helping you and your association be the best. With educational sessions focused on the skills, knowledge, and training you need to excel for your association and its members, this is one conference you do not want to miss.

In addition to top-notch educational content, this year's event is full of networking opportunities for you and your colleagues. Enjoy receptions, golf, hiking, food tours, or a craft beer tour as part of your conference experience. This year's pre-conference activities are a great place to unwind, have some fun, and meet fellow association leaders as well.

*continued on page 3 >*

### NEXT EVENT

#### MARCH MONTHLY LUNCHEON & SEMINAR

**Friday, MARCH 3**

Hilton Richmond Downtown

Speaker: Bryce Gartner

Founder & CEO, icimo, LLC

#### SCHEDULE

Registration &  
Continental Breakfast ..... 8:00 a.m.  
Seminar ..... 8:30–11:00 a.m.

#### "BUILDING A DATA CULTURE FOR SUCCESS"

Reception..... 11:00–11:45 a.m.  
Luncheon..... 11:45 a.m.–1:15 p.m.

#### "THE KEY TO CREATING DISRUPTIVE CHANGE-DATA"

**Register online at [vsae.org](http://vsae.org).**

### UPCOMING EVENTS

#### SENIOR STAFF SIG: LEADERSHIP Friday, March 17

IIAV

#### MEETING PLANNER SIG: DRIVING SCHOOL Thursday, March 23

MSV

#### 2017 ANNUAL CONFERENCE

April 30 – May 2

The Hotel Roanoke  
& Conference Center



**BROCHURE  
ENCLOSED**

**REGISTER TODAY AT  
[VSAE.ORG/ANNUAL](http://VSAE.ORG/ANNUAL)**

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RICHMOND DOWNTOWN



This year's conference starts with a keynote presentation from Kevin Brown entitled, "The Hero Effect - Being Your Best When It Matters the Most!" In this presentation, Kevin will share ideas, strategies, and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action, and ultimately every result we achieve both personally and professionally. Your team will be motivated to reach beyond what is required and do something remarkable.

The closing session speaker on Tuesday morning is one you do not want to miss either. Commander Mary C. Kelly of Productive Leaders will present, "Master Your World - 10 Executive Strategies to Improve Productivity, Profits, and Communication in Your Business and Your Association" – an engaging and immediately applicable look at how to become a more effective leader.

This year's conference has over 6 hours of CAE qualified education, including breakout sessions on association trends, education, and methods to better understand chapter relevancy within an organization. Full descriptions are available in the conference brochure included with this newsletter or at [vsae.org/annual](http://vsae.org/annual).

VSAE is now accepting donations for Annual Conference raffle prizes. If you would like to support VSAE by submitting an item for the raffle, please download the form at [vsae.org/annual](http://vsae.org/annual) and email to [info@vsae.org](mailto:info@vsae.org).



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 at this year's conference.

Learn more at [vsae.org/ignite](http://vsae.org/ignite).

## MEMBER SPOTLIGHT

Carter Lyons, CAE

Director of Education & Professional Development  
Independent Insurance Agents of Virginia

**What are you working on that is new and different?** Actually a lot of things. IIAV offers a pretty vast amount of continuing education and we are currently focusing on developing some new content. In addition, both our young agents and our education foundation are undergoing strategic planning and that is leading us to a lot of new and different things as well.

**What is your greatest challenge at work?** The combination of the needs of our members and my enthusiasm for what I do means that I need to remind myself that we can only do so many things at once. It is a good problem to have but definitely an area of growth for me.

**What success stories do you have with communicating with your membership?** The best experiences I have had are a direct result of getting to know them personally. That has really helped me develop a working relationship, but also to better serve them as I can meet and even anticipate their needs.

**What character do you most admire in others?** The willingness to learn. In my experience, people with this characteristic tend to have a

lot of other admirable ones as well, such as humility, the ability to listen, authenticity, a growth mindset...the list goes on.

**Who have been mentors and/or role models in your life/career?**

My grandmother was a major figure in my life. She was the kindest person I have ever known and she taught me so much about life in general.

**What sports/teams do you root for?** I am a lifelong fan of both the Redskins and JMU – but I married into a family of Spiders fans, so I cheer for both, but when they play each other, I will be in purple and gold.

**What advice would you give your younger self?** Do not be so hard on yourself.

**What are you most proud of?** Being a mom. It is the best job there is, and also the hardest. I would not trade it for the world and am so grateful for our two little boys.

**How do you recharge?** I love to read and I try to find some time (even 10 minutes) to do it every day.



## MAKING YOU AND YOUR ASSOCIATION THE BEST

### Saturday, April 29

6:00 – 7:00 p.m.  
**Welcome Reception**  
*Executives and Sponsors only*

### Sunday, April 30

**Your Choice of Pre-Conference Activities:**

11:00 a.m. – 4:00 p.m.  
★ **Golf at Hanging Rock Golf Club**  
★ **Mill Mountain Hike**  
11:30 a.m. – 4:00 p.m.  
★ **Craft Beer Tour**  
★ **Downtown Food and Cultural Tour**

4:00 – 6:00 p.m.  
**Registration Open**  
6:30 – 8:00 p.m.  
**Opening Reception**  
*Center in the Square*  
8:00 – 9:00 p.m.  
**Dine Around**  
**Downtown Roanoke**

### Monday, May 1

6:00 – 7:00 a.m.  
**Yoga Wake Up**  
6:00 – 7:00 a.m.  
**5K Fun Run**  
8:30 – 10:00 a.m.  
**Breakfast & Opening Keynote:**  
**The Hero Effect**  
**Kevin Brown**  
10:00 – 10:15 a.m.  
**Networking Break**  
10:15 – 11:30 a.m.  
**BREAKOUT SESSIONS**  
12:00 – 1:30 p.m.  
**Lunch and Board Installation**  
1:45 – 3:00 p.m.  
**BREAKOUT SESSIONS**  
3:00 – 3:15 p.m.  
**Networking Break**  
3:15 – 4:00 p.m.  
**IGNITE Sessions**  
4:00 – 5:30 p.m.  
**Shared Interest Group (SIG) meetings**

5:30 – 6:30 p.m.  
**Emerging Association Professionals (EAP) Reception**  
*invitation only*  
6:00 – 6:30 p.m.  
**President's Reception**  
*invitation only*  
6:30 – 10:00 p.m.  
**Reception, Dinner, and Entertainment**

### Tuesday, May 2

7:30 – 8:30 a.m.  
**Executives and Sponsors Networking Breakfast**  
*ticketed event*  
8:45 – 10:00 a.m.  
**Closing Session Keynote:**  
**Master Your World**  
**Mary Kelly**  
10:15 – 11:45 a.m.  
**Shared Interest Group (SIG) meetings**



## 2017 Call for Volunteers

Be involved and volunteer with VSAE. Volunteering is an excellent way to give back to your association community. VSAE's committees are instrumental in a variety of activities. They help plan the educational content for meetings, recruit new members, and market events like the Annual Conference and the Educational Symposium & Expo. Volunteering is also a great way to network and meet other members with similar interests.

On Thursday, February 16, VSAE will send out its 2017 Call for Volunteers email invitation. The email will include a link to a form. If you want to volunteer to serve on a committee, to be a New Member Mentor, or to be a Content Leader, respond to that message by completing the form. The Call for Volunteers closes on Thursday, March 9, and members will be notified of any appointments by mid-April.

VSAE depends on volunteers to help guide the association throughout the year. Serve your association community by volunteering today.

The following groups will be seeking volunteers to begin May 1.

### ■ CAE

Promotes the Certified Association Executive (CAE) credential and plans study groups (CAE members only).

### ■ Community Service

Organizes community service activities and fundraising activities to support charities suggested by the membership.

### ■ Conference Task Force

Promotes attendance, recruits sponsors, and assists staff with conference planning and marketing (including summer retreats and summits).

### ■ Education

Develops educational content for VSAE events including speakers at Annual Conference, Expo, and Monthly Seminars.

### ■ Expo

Secures exhibitors for the Expo. Encourages attendance by members and other qualified meeting planners.

### ■ Government Affairs

Monitors state legislative, executive, and regulatory actions that impact association management (Executive members only).

### ■ Membership

Promotes membership and assists with member retention. Welcomes new members.

### ■ Silent Auction Task Force

Promotes Silent Auction primarily through soliciting donations.

There are also other ways to volunteer:

### ■ New Member Mentor

Developed by the VSAE Membership Committee, this program facilitates the integration of new VSAE members into your association community. Mentors reach out to new members, provide a network link, and help them navigate VSAE.

### ■ Content Leader

Share your expertise or experiences in association management with members by presenting at a VSAE event or writing for the *Association Press* newsletter. More information on speaking at a VSAE event is available at [vsae.org](http://vsae.org).



### COME NETWORK WITH THE BIG FISH

Come see for yourself why the Hilton Virginia Beach Oceanfront was named to the "Best Hotels" list by *U.S. News & World Report*.

3001 Atlantic Avenue, Virginia Beach, VA 23451 | [HiltonVB.com](http://HiltonVB.com) | 757-213-2332

If you have questions about volunteering with VSAE or any of the committees, please call **Brandon Robinson, CAE** at (804) 249-2234 or write him at [brandon@vsae.org](mailto:brandon@vsae.org).





## If Not YOU, Then Who?

### The Need for Leaders

In the U.S. there are more than 1.5 million nonprofit organizations; about 150,000 of them are associations and chambers. Every organization has a board of directors.

The average board size is 15. Multiply that by 1.5 million and there are at least 22 million persons serving in board leadership roles. Each of these organizations is working to improve a cause, community, trade or profession. But not everyone steps up; generally less than ten percent of the membership volunteers to lead.

When volunteers were asked if they would consider a leadership role, many responded with *I think other people have more time than me; I did not know they needed leaders; I do not have the skills; and nobody asked me.*

### The Gift

The rights to join, participate and volunteer in an association should be recognized for what it is—a *gift*.

The privileges to associate and serve as a leader are provided for in the

U.S. Constitution. These include the freedom to assemble, freedom of speech, and the right to petition government.

Other laws support associations in America, including

- Exemption from federal income tax,
- Tax incentives for contributions, and
- Volunteer immunity afforded to boards of directors.

Some countries have no rights to freely convene, speak openly, or to lobby government.

Some governments regularly cancel meetings, requiring meetings of even a few people to be approved by the authorities.

U.S. members should appreciate the unique rights to associate and the freedom to lead associations, chambers, and nonprofits.

### If Not YOU, Then Who?

I often ask boards and prospective leaders, “If your association or chamber did not exist, what would your industry, profession, or community look like?”

Organizations (many decades or a century old) have tirelessly worked to improve, protect, and advance their causes and communities. If the founding and successive leaders had not stepped up, would your cause or community be in worse shape?

Every organization needs a core of volunteer leaders to advance the mission. When I ask leaders why they volunteered, I hear many selfless replies:

**“If your association or chamber did not exist, what would your industry, profession, or community look like?”**

- My family has been a part of the organization’s leadership for years; it is our responsibility to give back to the community we serve.
- I have invested heavily into my career (or company) and by giving back to the organization through leadership I am protecting my investment or assets.
- I consider it an opportunity to be a part of shaping my profession or community.

### Asking Young Leaders

“You should consider being the first leader of the association’s Young Professionals’ Network,” I said to a young man in another country.

My suggestion made him aware of opportunities and leadership he had not considered.

I reinforced the suggestion by giving him a key chain with the sentence: “Failure is not an option.”

The quote comes from the 1970 Apollo 13 mission. The theme guided NASA in launching a mission to the moon.

It only took a second to encourage his leadership potential—and he accepted.

In summary, the right to associate, to lead, and to protect and advance a cause, community, profession, or trade is a gift that should not be ignored.

### ABOUT THE AUTHOR



**Bob Harris, CAE,** provides free governance tips and templates at [nonprofitcenter.com](http://nonprofitcenter.com) and facilitates strategic planning on board orientation. Write him at [bob@rchcae.com](mailto:bob@rchcae.com).

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## WELCOME NEW MEMBERS

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**Kate Baker**  
Retail Alliance  
Norfolk

**Laura Bennett**  
VA Press Association  
Glen Allen

**Lindsay Borge**  
VA Chamber of Commerce  
Richmond

**Betsy Edwards**  
VA Press Association  
Glen Allen

**Blake Hegeman, CAE**  
Richmond

**Sarah Keeney**  
VA Mortgage  
Lenders Association  
Glen Allen

**Lauren Martin**

VA Hospital Research &  
Education Foundation  
Glen Allen

**Susan Moore**

VA Sheriffs' Association  
Richmond

**Tracy Ottinger**

VA Mortgage  
Lenders Association  
Glen Allen

**Jackie Sutterluety**

Organization  
Management Group, Inc.  
Chesapeake

### ASSOCIATES

**Anita Aaron**

Natural Bridge Historic Hotel  
& Conference Center  
Natural Bridge

**Lee Ann Brooks**

Lumos Networks  
Glen Allen

**Hannah Lindquist**

Greater Richmond  
Convention Center  
Richmond

**Susan Mallick**

Holiday Inn Hotel, Bristol  
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	2016	2017
Single	\$3,350	\$3,400
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Catch up (age 55+)	\$1,000	\$1,000

The deadline for 2016 contributions is April 18, 2017. Consult your CPA for HSA tax implications.

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### CONTACT:

**Lucy Pearson, Sales Manager**  
(757) 259-5620

Lucy.Pearson@interstatehotels.com  
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## AROUND THE COMMONWEALTH



Congratulations to **Amy Hewett, CAE**, of the Virginia Health Care Association; **Lindsay Larkin, CAE**, of the Medical Society of Virginia; and **Carter Lyons, CAE**, of the Independent Insurance Agents of Virginia, who have all shown a commitment to the profession and have earned the Certified Association Executive (CAE) designation.

**Inn at Perry Cabin by Belmond** has recently been named The Best Hotel in Maryland by *Travel + Leisure*.

The **Organization Management Group, Inc.** Richmond office is pleased to announce that **Nicole Chappell** has been promoted to Associate Executive Director. Nicole currently works with the National Speakers Association – D.C. Chapter and the Richmond Apartment Owners Association.

**Marlene Pierson-Jolliffe**, Vice President of Operations for **Meadow Event Park** has been recently elected to serve on the board of the **Virginia Agribusiness Council**.

The **Virginia State Golf Association** recognized **David Norman** with the VSGA Service to Golf Award. This award is presented annually to an individual who has selflessly contributed to improving golf in the Commonwealth as an administrator, volunteer, VSGA staff member, PGA professional, or otherwise.

**ConventionSouth** has announced this year's Readers' Choice Award Winners and New &

Renovated Award Winners. Congratulations to the following member recipients:

### READERS' CHOICE AWARD:

- **Chesapeake CVB**
- **The Colonial Williamsburg Resort Collection**
- **Embassy Suites by Hilton Hampton Roads – Hotel, Spa & Convention Center**
- **Fredericksburg Regional Tourism Partnership**
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- **The Inn at Virginia Tech and Skelton Conference Center**
- **Virginia Beach CVB**
- **Virginia Beach Resort Hotel & Conference Center**
- **VisitNorfolk**

### NEW & RENOVATED AWARD:

- **Hilton Norfolk The Main**
- **The Jefferson Hotel**

### MEMBERS ON THE MOVE

**Marlene Camp** is the new Director of Sales & Events with the **Fredericksburg Expo & Conference Center**.

**Dominique Holt**, is now the Associate Director of Conference Sales & Marketing with the **Greater Williamsburg Chamber & Tourism Alliance**.

**Beth Morris, CPA**, is now the VSAE member with Lane & Associates, P.C.

**Jordan Vallerga** is the new Event Sales Manager with **The Founders Inn & Spa** in Virginia Beach.



### 2016-2017 OFFICERS

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### ASSOCIATION PRESS

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**Brandon Robinson, CAE**  
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*Content, layout, and design*

**Art and Editorial Deadline**  
**for the March Issue**  
*February 20*

### Advertising Space

Contact the VSAE office at  
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