



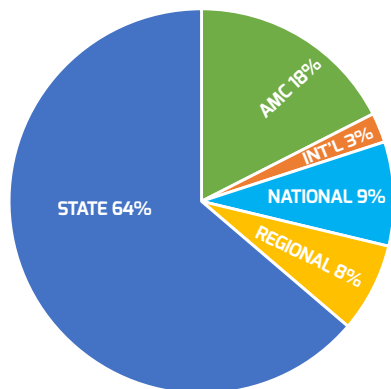
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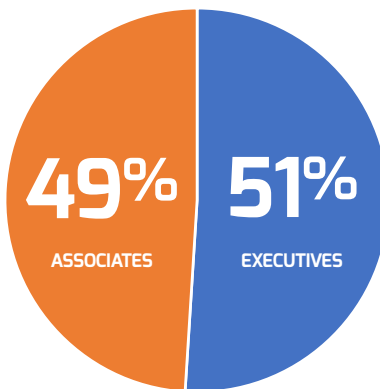
APRIL 2017

## CONFERENCE BY THE NUMBERS

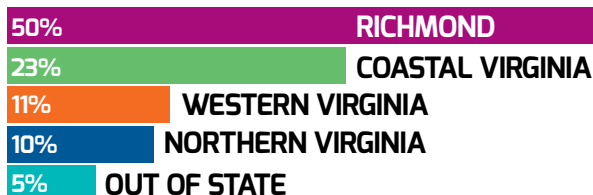
ASSOCIATION TYPE



ATTENDEE BREAKDOWN



ATTENDEES  
ARE FROM...



## INSIGHTS FROM LEADING AMC PROFESSIONALS



Beth Armstrong, CAE



Gail Phillips, CAE



Steven Williams

Recently, the *Association Press* interviewed three Association Management Company (AMC) executives about the issues facing the association industry and the benefits of working with an AMC. These three association leaders shared their insights, advice, and lessons learned from their experiences. The three members interviewed were **Beth Armstrong, MAM, CAE**, President, Association & Society Management International; **Gail Phillips, CAE**, Senior Vice President, Organization Management Group; and **Steven Williams**, Partner, Hardiman-Williams, LLC.

### How did you end up at your current AMC?

**Beth:** I took a job working for my father – he owns ASMI. I spent many summer breaks and after school evenings learning about associations, starting in the mail room. After earning my Master's degree, I have spent 30 years serving not-for-profit organizations to influence social change and make the world a better place.

*continued on page 6 >*

## NEXT EVENT



## ANNUAL CONFERENCE

April 30–May 2, 2017

The Hotel Roanoke & Conference Center

### Saturday, April 29

- Welcome Reception  
(*Executives & Sponsors only.*)

### Sunday, April 30

- Pre-conference activities
  - Golf at Hanging Rock Golf Club
  - Mill Mountain Hike
  - Craft Beer Tour
  - Downtown Food & Cultural Tour
- Opening Reception
- Dine Around Downtown Roanoke

### Monday, May 1

- Early morning activities
  - 5K Fun Run
  - Yoga Wake Up
- Breakfast and Opening Keynote
- Morning Breakout Sessions
- Lunch and Board Installation
- Afternoon Breakout Sessions
- IGNITE Sessions
- SIG Meetings
- EAP Reception (*invitation only*)
- President's Reception (*invitation only*)
- Reception, Dinner, & Entertainment

### Tuesday, May 2

- Executives & Sponsors  
Networking Breakfast (*ticketed event*)
- Closing Session Keynote
- SIG Meetings

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

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## MEETING PLANNER SIG UPDATE

### Driving School: Can Google Drive Help Your Team Accomplish More in Less Time?

Ever find yourself wondering how your team can accomplish more in less time? As part of our continuing education program, "What's in Your Toolbox?" where we shared tools that help us work "smarter, harder, better," the March Meeting Planner SIG attendees learned how fellow planner, **Shannon McCabe**, Deputy Executive Director, Virginia Forestry Association uses Google Drive to complete team projects and engage their membership in a session titled "Driving School: Can Google Drive Help Your Team Accomplish More in Less Time."

Attendees were asked to bring their device of choice, as Google Drive is accessible on smartphones, tablets, or computers, and we worked in real-time real-life on examples in Google Docs, Google Sheets, and Google Slides. Participants worked on spreadsheets, created and responded to surveys, and put together slides as a group. Because multiple users can work on the document at the same time, McCabe believes, "the bread and butter of Google Drive is collaboration." Attendees also learned how to access cloud-based storage, share between devices and people, as well as other Google Drive apps that may help them in their job.

Shared Interest Groups (SIGs) are a great way to learn from fellow association executives. The member-led groups are organized around areas of interest and offers a forum to discuss what matters most to you.

To learn more about the Meeting Planner SIG, or about the current SIGs available to VSAE's Executive members, visit [vsae.org/shared-interest-groups](http://vsae.org/shared-interest-groups).

~Amy Sales, Director of Association Services  
VA Association of Counties

## Leadership reflections



Brandon Robinson, CAE  
VSAE Executive Director

April is a busy time of year for VSAE. It begins with the Annual Meeting, where members vote on the incoming officers and directors for the association. There is an orientation for incoming committee chairs and a monthly luncheon and seminar. Then the month typically ends with the start of one of VSAE's best events each year, the Annual Conference. As the old saying goes, "there is no rest for the weary."

April is also one of the most exciting times for your association. At the committee chair orientation where volunteers prepare to take the reins of the groups they will lead over the next twelve months, the energy was palatable. This year's committee leadership is a very engaged group with a passion for service and a wealth of association experience. For those

who volunteered to serve on a VSAE committee or task force, I think you are in for a great year. Volunteers are critical to all the many programs and services VSAE offers. The entire VSAE team is grateful for the important work you do.

April is also the time when I work very closely with the incoming President on the Board of Directors retreat and planning their coming term. You can read more about incoming President Scot McRoberts on page 5 of this newsletter. As VSAE continues under the direction of the new strategic plan approved last year, leadership will keep having the strategic conversations focused on the future of VSAE and its role in your association community.

So, how are you getting plugged into VSAE? With the coming change in leadership, there might be no better time than April to plug into VSAE's programs and services. Whether it is attending a SIG meeting, attending the Annual Conference, or just reaching out to fellow colleagues, there are so many ways to utilize VSAE to be the best association professional you can be. So, again, how are you plugging into your association community?



### March Charity Receives \$510

During the March Monthly Luncheon & Seminar, the Community Service Committee raised \$510 to benefit Operation Healing Forces. Special thanks to the Crowne Plaza Hampton Marina for donating a weekend stay with a trip on Miss Hampton II for the raffle prize.

## Three Indulgences...One Convenient Location

### Shula's America's Steak House Work, Play, Dine

Celebrate life's special moments in the atmosphere created by someone who knows perfection—  
Coach Don Shula.

Relax in Shula's Lounge or enjoy the our extensive wine list while dining on selections that offers more than just great steak!



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Experience 4-Diamond Service in Richmond's hottest location. Meet with success while offering your attendees and their guests world class shopping and dining, or visit Richmond's many venues—all within minutes of the hotel. Relax in *Aura*, Indulge in *Shula's* and host a very successful Meeting!

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### Aura Spa & Salon Relax, Rejuvenate, Refresh

Our Chromatherapy-inspired Spa & Salon offers a full compliment of services designed to pamper and rejuvenate. Incorporate Wellness into your program, earn Meeting Planner Credits, or gather on the Sun Deck for a relaxing evening around the Fire Pit.



**aura**

# MARK YOUR CALENDARS

MORE INFORMATION ON THESE EVENTS WILL BE COMING IN EARLY MAY.



## AMC RETREAT

**July 10–11 | Craddock Terry Hotel & Event Center**

VSAE's fourth annual AMC Retreat is Virginia's only conference geared specifically towards association executives who own or work for association management companies. Hosted by the Craddock Terry Hotel & Conference Center in downtown Lynchburg, this intimate event provides a great opportunity to learn and network alongside AMC colleagues. Topics at this year's retreat include marketing your AMC, technology for your AMC, and case studies from fellow AMC executives. There will also be roundtable discussions with colleagues in similar roles. Large or small; seasoned or brand-new; regardless of your AMC, this is bound to be an event for you.

## MEETING PLANNER SUMMIT

**August 16–17 | Hilton Norfolk The Main**

Join fellow meeting planners for VSAE's third annual Meeting Planner Summit. Hosted by Hilton Norfolk The Main, this two day conference includes content on nearly every aspect of planning an association event, equipping you and your team with the tools you need to plan meetings and improve your productivity. The conference includes presentations, roundtable discussions, and time to network with fellow attendees.



## CEO & SENIOR STAFF RETREAT

**September 18–19 | Hilton Norfolk The Main**

This exclusive two day event for association CEOs and other senior staff leaders is focused on equipping you to lead your association now and into the future. This year's retreat includes a presentation on the "duty of foresight" where attendees will learn specific actions and approaches their boards can adopt to develop a consistent and sustainable practice of foresight. The retreat also includes attendee led roundtable conversations among colleagues. This event is packed with great educational content and plenty of networking opportunities for you to meet and mingle with fellow association CEOs.

## EDUCATIONAL SYMPOSIUM & EXPO

**October 5 | Greater Richmond Convention Ctr.**

This is not the Fall Marketplace and it is not just a tradeshow. Hosted at the Greater Richmond Convention Center in partnership with *Virginia Business Magazine*, this is one of Virginia's premier conferences for association executives and other non-profit leaders. The event includes a keynote presentation and breakouts on a wide variety of topics. The Expo includes a tradeshow with over 60 exhibitors.

## EXHIBIT AT THE 2017 EXPO

**Thursday, October 5, 2017**  
**Greater Richmond Convention Center**

Plan now to exhibit at one of VSAE's largest events of the year. The Educational Symposium & Expo attracts not only VSAE association executives, but also social, corporate, and government meeting planners. All exhibitor contracts received and paid for on or before **Friday, May 12** will save \$50 off the following registration fees.

### Front Entrance Booths

Members: \$980

Non-members: \$1090

### Corner/Premium Booths

Members: \$930

Non-members: \$1040

### Aisle Booths

Members: \$880

Non-members: \$990

For more information, write Tracie at [tracie@vsae.org](mailto:tracie@vsae.org) or call her at (804) 249-2244.

## MARKETING OPPORTUNITIES

Want to promote your company to Virginia's association industry? Here's how:

### Print & Digital Advertising

Advertising with VSAE is a great way to reach potential clients and customers, as well as existing clients and customers.

Have a new service? Expanded offering? New space? Upgrades? Renovations? Anything newsworthy? Just want to increase your exposure? Let Virginia's association industry—your customers—know.

Purchase a full color ad in the VSAE *Association Press* newsletter or on VSAE's website. Ads start at \$500 and discounts are offered for multiple ads.

Already finalized your Partner Program package for 2017? Don't worry, you can still purchase additional advertising.

Write Brandon at [brandon@vsae.org](mailto:brandon@vsae.org) or visit [vsae.org/partnerprogram](http://vsae.org/partnerprogram).

### Membership Directory



The Facilities Guide section of VSAE's Membership Directory has become the resource for association executives looking for meeting space in Virginia. Printed annually, the guide provides a two-page spread of each participating property with meeting space specifications. Executives use the guide to find the right property for their meeting. For more information, write Brandon at [brandon@vsae.org](mailto:brandon@vsae.org) or call him at (804) 249-2234.



## Meet Your Incoming VSAE President: Scot McRoberts, MPA, IOM, Executive Director, VA Council of CEOs

### How would you describe your leadership style?

Relaxed. I am pretty good at letting other egos have the spotlight and asserting myself when needed.

### What are your top three tips for association executives?

First, surround yourself with people who have different experiences than yours. VSAE's SIGs are a great way to do that. Second, get out of your office and see your members. Your visits with members directly affect retention, engagement, and referrals. Finally, participate in VSAE and at least one other association. VSAE is where you get the latest knowledge about our business. Being in another association can give you perspective on your own.

### If you could portray an actor in one movie, who would it be?

Kevin Costner as John Dunbar in Dances With Wolves. I agree with his observation, "It seems every day ends with a miracle here. And whatever God may be, I thank God for this day." Or Otter in Animal House. I am not sure.



### What are you working on that is new and different?

After years of serving just Richmond, the Virginia Council of CEOs is expanding to serve other regions in the state. It is exciting to connect with a broader audience and live into our mission.

### What advice would you give your younger self?

Be more persistent. Leaders, especially those in demanding roles, appreciate it when you do not give up on bringing their attention to an opportunity.

### What was the last great piece of advice you received?

"People respond to deadlines and expectations."

### If you could visit any place in the world, where would it be?

The British Virgin Islands, on a sailboat, with my wife and a few close friends, tomorrow.

### What are you most proud of?

My three teenagers—Grace, 13; Max, 15; and Sam, 17. They are each uniquely wonderful.

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Wyndham Virginia Beach

> ASSOCIATION MANAGEMENT, continued from page 1

**Gail:** I was the Executive Director for a REALTOR Association, and in 1999, we merged with another REALTOR Association. We each had our own staff. Organization Management Group was in its infancy with one of the associations and the merger offered an opportunity to grow the company. With the merging of the two organizations, the volunteers did not have to make decisions on who to keep and who would have to be let go. We were able to seamlessly merge the staff together and OMG has continued to grow for 17 years.

**Steven:** My first job after college was working in the meeting planning department of a large international professional association. I got to travel, stay at luxury hotels, and meet celebrities. I even met my beautiful wife, Stephanie. But little did I know that job was exposing me to one of the most critical institutions that helps communities, businesses, and entire industries operate or even exist—associations. My entire career has since been working for associations. In my last association job, I was approached by my old boss and now business partner **Tom Hardiman, CAE**, about starting our own association management company. We felt we could offer our then employer, staff, and potential clients better and more cost-effective service. Five years later, Hardiman-Williams is a thriving AMC.

### What makes your AMC different than others?

**Beth:** J.C. Penney said, "Every great business is built on friendship." We know the value of personal relationships, and we like each other and our clients. Apparently, we are doing it right. Our average client tenure is 19 and a half years, and our employees have been with us an average of 13 years. We are one of 102 AMCs accredited by AMCI. The value proposition we bring to clients is based on a superior staff that has fun doing its job.

**Gail:** Over the years, OMG has diversified into specialty avenues outside of association management. We offer distance learning through a real estate school we manage, and this online portal can be customized to meet any organization's educational needs. OMG also has separate legislative and meetings divisions that enable associations to contract just for those services, without using the full AMC offerings. We have three offices; two located in Richmond

and the main office in Chesapeake, which enables our clients to meet anywhere in the state using one of our facilities. It also gives us strong back-up when one office may need extra assistance. Having these varied locations has enabled us to manage a variety of industries and to learn from each other.

**Steven:** Our team at Hardiman-Williams adheres to the Japanese philosophy of Kaizen. That is, we are continuously working to improve almost every aspect of what our company and our non-profit clients do. This approach has saved us operating costs, employee hours, equipment costs, marketing expense, and technology expense—all savings we pass on to our clients in the form of streamlined services that work the way they are supposed to and at a lower cost, sometimes even reducing management fees.

### What are the biggest challenges you see facing the broader association industry?

**Beth:** Engagement is an ongoing challenge for associations, and it is important to understand what motivates members to belong and participate. Successful association executives help their organizations create opportunities for volunteers that ensure the right fit between the member and the association's operational needs.

**Gail:** The number one challenge is the ability to keep up with technology. We spend a great deal of money to keep our staff working on up-to-date platforms and software. Since technology changes quickly this presents challenges for smaller organizations. The next issue is regulatory intervention. The Affordable Care Act required us to make changes in policy and had a tremendous impact on us financially. Another is the ability to meet members' future needs and the desire to stay abreast of industry issues so organizations stay relevant to their members. Finally, finding qualified candidates to fill positions within the organizations. With changes in the economy, the pool of individuals seeking career changes is shrinking. How do we compete with large for-profit corporations to find quality candidates?

**Steven:** Much of what companies and professionals used to pay dues to an association for—things like education, networking, and recognition—is now easily accessible online, often 24/7 and for less money. LinkedIn, as

an example, offers all three of these services for free. It is critical that an association identify those benefits that make membership essential and that only the association can offer—real engagement, rich experiences, leadership positions that help shape an industry, meetings with regulators, one-on-one mentorships, face-to-face business opportunities, community service, and working relationships that often turn into lifelong friendships—then communicate why these are so important to the success of a prudent customer.

### What is the benefit to an association working with an AMC?

**Beth:** AMCs offer a greater breadth of in-house workforce talent and an ability to expand and contract staffing according to association needs without the pain of recruiting or firing personnel.

**Gail:** The strength an AMC brings is shared services. Instead of having to maintain the sticks and bricks of a building, the equipment and licensing for technology, or dealing with issues that come with having your own stand-alone staff, it all falls on the AMC to support these for their clients.

An AMC has resources that can help an organization grow as they already have expertise in professional association management. An AMC can also deliver outsourced services to existing staffed associations who may not be able to provide those services themselves. These can range from publications, meeting and educational support, to lobbying, just to name a few. An AMC can offer a wide range of benefits that are customizable for each client.

**Steven:** One of the biggest benefits and in fact the reason we started Hardiman-Williams is the ability for separate associations and non-profits to share resources like staff, equipment, and operating expenses as well as have access to resources that might otherwise have been unavailable to any one organization. For example, we have a small client that could not afford to hire a graphic designer or even outsource

**“One of the biggest benefits [of an AMC] is the ability for separate associations and nonprofits to share resources like staff, equipment, and operating expenses as well as have access to resources that might otherwise have been unavailable to any one organization.”**

design. As a client of Hardiman-Williams, they now share the cost of a graphic designer with other clients. While a basic example, this demonstrates how an AMC can offer the best people and services at extremely competitive prices.

### What is the greatest challenge you see facing AMCs in the next 3-5 years?

**Beth:** The greatest challenge facing AMCs in the next few years is to ensure that client leaders know the value of entrusting business operations to professional staff. There seems to be a tendency for elected leadership to want to micromanage traditional staff roles. The client-management model works best when the client board is creating the direction of the organization and staff handles the day-to-day management of the organization, including the nitty-gritty details.

**Gail:** I truly believe the ability to find qualified staff members who understand the association management industry, and the regulatory issues we are going to face with changing federal leadership will be a tremendous challenge, along with the dynamic of managing diversified generations in the office. And just like challenges in the industry in general, technology will remain a number one issue, making sure we are up to date with the most current systems.

**Steven:** Many AMCs are small businesses. And while not specific to AMCs, the burden that government continues to place on small business is a growing concern. The rise in health insurance costs, excessive audits of state sales and use taxes, local taxes and fees on even basic “equipment” like staplers, changes in employee classifications, and more consume time and money just to manage. Bottom line, lower taxes and less regulation would mean AMCs could invest more in their own teams, systems, >



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and services, thus passing those savings on to the associations that hire them.

### What is one piece of advice you would give to people just starting careers in association management?

**Beth:** Approach your work with passion. 20% of your job is in the job description. 80% is what you put in to it.

**Gail:** Association management is a great career path as it is ever-changing. I tell people that I love my job because no two days are ever the same. One day I could be assisting our meeting

planner in setting up a convention or discussing legislative issues with our Governmental Affairs Director, and the next talking to members about what is happening in their backyards. I did not go to college for association management. I fell into it, like many of my colleagues, and it has been an exciting ride.

**Steven:** A strong work ethic as well as ownership of one's own job responsibilities are absolutely essential. Establishing these traits in particular and early on can give an association management professional a head start on a successful career, establish oneself as a leader, serve as an example to others in the workplace and community,

demonstrate commitment to client needs, and even attract new business opportunities.

### What is your favorite sandwich or burger?

**Beth:** I am a William & Mary grad. The best sandwich in the world is roast beef, provolone, extra house dressing on French bread from The Cheese Shop in Williamsburg.

**Gail:** I would have to say a BLT (since I do not eat much bread). I really prefer a Waldorf Salad.

**Steven:** Citizen Burger on Charlottesville's downtown mall has the best burgers in town, especially the American Classic. Pair it with any of our great regional beers, like a Starr Hill IPA, and you cannot go wrong.

### If I was not working at an AMC...

**Beth:** I would be a writer.

**Gail:** I would be retired.

**Steven:** I would be with my family camping and hiking the beautiful state of Virginia or relaxing in the sun at the incredible Virginia Beach.

## HEALTH CARE CORNER



A Flexible Spending Account, commonly referred to as an "FSA", is a type of employer sponsored savings account employees fund with pre-tax dollars. These funds are used to pay for certain out-of-pocket health care expenses. FSAs also allow employees to use pre-tax dollars for certain dependent care expenses. The IRS sets limits for these contributions. The contribution limits for 2017 are as follows:

Flexible Spending Accounts (FSAs)	2017	2016
Health FSA Max Election	\$2,600	\$2,550
Dependent Care FSA Max Election	\$5,000	\$5,000

*Please refer to your tax advisor for specific rules and limitations.*

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Lisa would LOVE to book your next meeting or conference in Lynchburg!



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## SURVEY PRIZE WINNER

Congratulations to **Suzanne Welsh-Agnew**, Meeting & Project Specialist with the **Medical Society of Virginia**, who was the March Monthly Luncheon & Seminar evaluation prize winner. Suzanne received a \$50 gift card to La Grotta Ristorante.

Be sure to send us your feedback of our Monthly Luncheons & Seminars by completing the evaluation survey. Your feedback is important to us for planning future successful events.



# TURN YOUR ASSOCIATION EVENT INTO AN INCREDIBLE CONTENT POWERHOUSE

With summer quickly approaching, preparations for tradeshow season are in full swing.

Planning a large, industry-leading event can be quite the undertaking, and nearly every association knows that the months leading up to an annual conference can be a bit daunting. While putting forth your best efforts to put on a great event and increase attendance (and future members), it is easy to leave event- and year-round content opportunities on the table. I have seen so many organizations focus so much on the event itself that the sponsorship integration, cross-promotion, and potential content opportunities get lost in the shuffle.

## An Annual Content Treasure Trove

Your annual convention is not only one of your greatest revenue generators and best networking opportunities, it is also a fresh and unique treasure trove of content. Your organization already puts so many resources into selecting the right speakers, bringing in quality industry exhibitors, and encouraging attendees to register that it would be a shame for your marketing and communications staff to overlook additional uses for the new and exciting content that your event produces every year.

You know your event produces a significant amount of terrific content already because creating great content for attendees is what events are all about—without it, they are simply not going to come. Acknowledging your annual event as a content powerhouse is the first step to maximizing tangential exhibitor, speaker, and attendee opportunities. After



that, you have to seek out strategic ways to not only promote your event but highlight all the content already embedded in your show.

## Integration of Event Marketing Efforts

As I said in a 2016 Association Adviser article series, “It is one thing to mention events in your member [communications], but it is another thing to completely integrate event marketing efforts with valuable content that members will love.” And that is the kicker.

So here are some practical ways to harness the power of your annual show’s content, promote it like you mean it, and deliver unique content to members without much effort, sacrifice, or extra resources.

### Maximize speaker content

As we know, speakers are the field experts and can speak skillfully on their subject matter. After all, that is the reason they are speaking at your association’s show. So why not make the most of their expertise and involvement by asking them to provide long-form written content in addition to their speaking slides, bios,

and headshots? More often than not, they will already have some material drafted and ready to share.

I know of one organization that requires speakers to submit an article along with their other materials. These articles are compiled into a special section in the organization’s quarterly magazine leading up to the show. The articles mainly provide the association with free quality content, but they go a step further by promoting the speaker’s session, which is referenced alongside their article and promote the types

of content that will be available at the show itself.



*Instead of asking for speakers’ slides days leading up to the event, push to get them well in advance so you can pull out teasers, statistics, and other relevant info to share with your members prior to the event.*

### Maximize exhibitor/sponsor content

Do not underestimate or overlook your exhibitors as potential content resources. Many exhibiting companies put in great effort to create the perfect white papers, infographics, videos, and other educational offerings for attendees. Ask exhibitors to share these materials up front, and comb through them to extract relevant ideas, statistics, trends, and visuals for members. Not only can this lead to increased attendee engagement with exhibitors before and during your show, their content provides more valuable information for your members while highlighting the great work that industry suppliers are doing. >



Include a content “call to action” in your exhibitor packets. Drawing attention to your association’s opportunities to contribute and share content can be another way to provide greater return on investment to your exhibitors.

### Maximize attendee contributions

Year after year, and sometimes decade after decade, your association sees the same people attend your events. Maybe they are super-involved and sitting on your board, or maybe they play more of a passive role and only attend your event for the networking.

Whatever the case, members who regularly attend your events are your experts—they know more about your shows and how to get the most out of them than your staff could ever try to sum up. So use your attendees to promote your event simply by asking them why they return every year.

User-generated content is huge right now, and, as humans, we love (and trust) reviews and tips from others who have gone before us. Members are more inclined to trust and engage with content from fellow members, so including this strategy is perhaps the most important part of the mix.

For example, years ago we featured a Q&A with association board members in a magazine and online to broadcast to potential attendees (and first-timers already

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registered) about what keeps them coming back every year, their best networking tips, how to get the most out of the show, and what they are looking forward to most. It was a hit and provided real value to less seasoned attendees.



Consider creating an online form to easily capture information from past attendees. Ask about their professional background, where they are from, why they are attending, how long they have worked in the industry, what they are hoping to achieve by attending, and so on.

### Cross-Promote Event-Related Content in Every Way

Do not tackle these initiatives without a clear plan for cross-promotion throughout your association’s media portfolio. Have a great article from a speaker? Great. In addition to promoting it on your website or blog, include it in your newsletter and share it on social

media. Be sure to tag the author because they will also share it. Pull out a great quote from a video or written piece, and create a beautiful branded (and shareable) image for LinkedIn or Twitter.

The opportunities are endless for creating specialty content around your event to grow interest, increase engagement, and get attendees excited to arrive. Start with your speakers, exhibitors, and attendees, and see where their event-related content can take your show’s success.

### ABOUT THE AUTHOR

Heather Carnes is a content strategist with Naylor Association Solutions. She also runs *The Inspired Strategist* blog.



## LOOKING FOR A FEW GOOD IDEAS

VSAE’s *Association Press* newsletter welcomes your articles based on an interesting case study, lessons learned, or practical strategies that might be useful to other Virginia association professionals.

Guidelines for writing for the newsletter are simple.

- ✓ Write from your own experience.
- ✓ Include practical, how-to information, and examples.
- ✓ Articles should not exceed 1,100 words.
- ✓ Do not make it a commercial. The newsletter is intended to educate, not to promote specific services.
- ✓ Make it original. Use your own voice and experiences. If you cite the ideas and/or published content of others, be sure to attribute it appropriately.

VSAE reserves the right to edit or publish items based on content and available space.

If you have any questions about submitting an article, please write Brandon Robinson at [brandon@vsae.org](mailto:brandon@vsae.org) or call him at (804) 249-2234.





## PARTNER HIGHLIGHT:

For centuries, it has taken a “meeting of the minds” to inspire, strategize, and motivate change. To host a successful meeting, everything must be in sync—the setting, food, entertainment, and mission. Imagine surrounding yourself with the settings that inspired Thomas Jefferson, George Washington, Patrick Henry, and others as they debated independence. Follow in their footsteps for a successful meeting and blend tradition with contemporary flair at your next event.

### Modern Meets Classic

Colonial Williamsburg Hotels offers a unique collection of meeting spaces, social events, and experiences customized to meet your every desire. Accommodations range from moderate to luxurious, with event spaces that accommodate an intimate meeting of 18 to 1,400 attendees in a general session. Total indoor meeting and event space is more than 67,000 square feet with an additional 25,000 square feet outdoors, perfect for receptions and dinners. Colonial Williamsburg Hotels provides a simple solution for today’s complex meeting demands.

### Exactly Like Nothing Else

The newly announced Williamsburg Lodge, Autograph Collection greets you and your guests with southern hospitality and modern amenities. The Williamsburg Inn is a high-end summit location that perfectly combines luxurious venues with upscale service befitting the Rockefellers. The Woodlands Hotel & Suites and Conference Center offers an intimate retreat atmosphere with cozy rooms and unique breakout spaces conveniently located. Discover a getaway of spacious guest rooms with breezy balconies and enjoy Williamsburg’s natural beauty at the Griffin Hotel. Immerse yourself in a vibrant village atmosphere by staying in one of our many Colonial Houses.

### Sip Back and Relax

Colonial Williamsburg’s award-winning culinary team has developed an extensive and delicious array of banquet menu

## COLONIAL WILLIAMSBURG HOTELS



offerings—guaranteed to satisfy any palate. From southern-inspired buffets to fresh made smoothie breaks, the staff will work with you to design the perfect menu for your event. There are more than 15 restaurants, bars, lounges, and cafés located throughout the hotels and the Revolutionary City. Unique after-hours events are often hosted in the contemporary Taste Studio offering exciting cooking demonstrations and tasting programs. No food and beverage minimums required, only empty stomachs (or big appetites).

### Experiences to Remember

Colonial Williamsburg is a resort destination that boasts two 18-hole and one 9-hole golf courses including the recently renovated Gold Course

(set to open July 2017), a world-class spa and fitness center, 4 pools (1 indoor), 8 tennis courts, 50 boutique shops, 20 dining options, and 4 authentic colonial taverns to choose from.

When it is time to wind down, Colonial Williamsburg offers a variety of exciting programs for groups, from ghost walk tours and behind-the-scene museum tours to scholarly interactions with Thomas Jefferson and Patrick Henry.

### CONTACT:

**Colonial Williamsburg Hotels**  
sales@cwfh.org • (800) 822-9127  
colonialwilliamsburg.com/plan/meetings-and-conferences

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## AROUND THE COMMONWEALTH



**Leigh Dicks, CAE** has been hired as Executive Director for the Virginia Independent Automobile Dealers Association.

Escalante Golf, a boutique owner and operator of unique golf assets, has successfully acquired the AAA Four Diamond **Kingsmill Resort**.

**Lori Leib, CMP**, Group Sales Manager at the **Hampton Convention & Visitors Bureau**, has become a Certified Meeting Planner.

The **Master Pools Guild** has moved to 713 North Courthouse Road, Suite 201, Richmond, VA 23236 as of April 1.

**Jackie Singer**, Special Projects Manager with the VA Nurses Association, was married on April 1 to Jason Jester.

Welcome to Hope Alexandra Wolfe, daughter of **Kimberly Wolfe**, Director of Sales at **Craddock Terry Hotel & Event Center**, who was born on February 28.

### MEMBERS ON THE MOVE

**Nicole Cox** is now the Director of Hotel Sales with **Colonial Williamsburg Hotels**.

**Michael Kokolis** is now the Director of Sales & Marketing at **Fort Magruder Hotel & Conference Center**.

## WELCOME NEW MEMBERS

### EXECUTIVES

**Tiffany Brown**  
Virginia Tech  
Blacksburg

**Julia Henderson**  
VA Society of CPAs  
Richmond

**Talley King**  
VA Society of CPAs  
Richmond

**Matthew Ott, CAE**  
National Grocers Association  
Arlington

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**Lynn Fisher**  
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**Kiki Flaig**  
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University Area  
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**Michael Jones**  
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Fairfax Marriott at Fair Oaks  
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