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SEPTEMBER 2017

VIRGINIA'S PREMIER EXPO FOR ASSOCIATION PROFESSIONALS

✓ Networking ✓ Education ✓ Tradeshow ✓ Inspiration ✓ Giveaways

Join VSAE on October 5 at the Greater Richmond Convention Center for Virginia's premier Expo for association professionals, professional meeting planners, and other qualified non-profit leaders.

Get Ahead of the Crowd

The symposium begins with an entertaining and enlightening keynote presentation on game-changing tech tools to keep you organized, productive, informed, innovated, and ahead of the crowd, by "Your Nerdy Best Friend," Beth Ziesenis. Beth describes herself as an author, speaker, and nerd. Her funny and informative presentation, "Killer Apps For Leadership," will focus on apps and tech tools to make your life easier.

Other session topics include how to create effective social media content, tools for strategic leadership and engagement, creating a culture of innovation, and top legal risks facing associations.

Meeting Planner of the Year Recognition

This year's event will also feature recognition of The Virginia Business Meeting Planner of the Year. Come see VSAE and *Virginia Business* magazine recognize the unsung hero of the non-profit world – the meeting planner.

Regardless of your job title, if you are a professional meeting planner or work for an association, this event will help you deliver more value to your meeting attendees, to your customers, and to your members.

Read more about the Expo's top-notch education on page 4 >

REGISTER AT VSAE.ORG/EXPO

10 Tips for Resolving Conflict in Associations and Other Volunteer Organizations

We believe most people want to show up and do a great job, both in the workplace and in their community organizations. Sometimes, despite our best intentions, conflict happens. Few people enjoy conflict. As a leader of a team in any capacity, understanding how to solve problems and how to resolve conflict is an essential skill.

1 Have a clear and compelling vision of where you want to go. Your team needs to understand your vision of the future. Your volunteers and association members

need to understand where you want to take the organization so they can be part of the solution. They need to be excited about the vision and contribute to its success. Volunteers serve because they want to belong to a cause, a team, or a group that allows them to accomplish more, and to achieve that your vision needs to be shared. For more on how to create a vision as a leader, visit productiveteam.com/leading-a-team-to-create-a-vision.

continued on page 3 >

DON'T MISS IT!

EDUCATIONAL SYMPOSIUM & EXPO

October 5
Greater Richmond Convention Center

4 CAE hours of education with networking opportunities

Keynote on game-changing tech tools by "Your Nerdy Best Friend," Beth Ziesenis

Meeting Planner of the Year recognition

Detailed agenda and sessions on page 4.

Register online at vsae.org/EXPO.

UPCOMING EVENTS

CAE Study Group | Fall 2017

Tuesdays, September 26–November 28
VSCPA Offices, 4309 Cox Road

Community Service: Habitat for Humanity (Repair)

Friday, September 29
Ashland

November Monthly Luncheon & Seminar

Friday, November 3
DoubleTree by Hilton Richmond-Midlothian

Awards Luncheon & Silent Auction

Friday, December 1
Hilton Richmond Hotel & Spa at Short Pump

Check out all events at vsae.org/upcoming-events.



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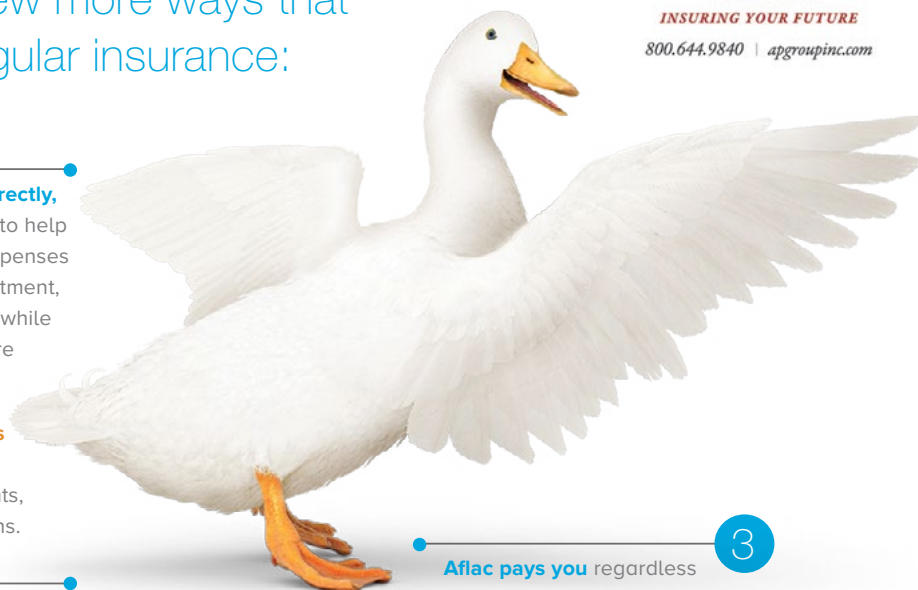
Aflac pays policyholders directly, unless otherwise assigned, to help provide for out-of-pocket expenses such as travel costs for treatment, mortgage or bill payments while you're out of work, child care or other unexpected costs.

Major medical pays doctors and hospitals for covered expenses, such as treatments, procedures and prescriptions.

2

Aflac is portable, even if your employment changes.

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3

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Exp 1/18

2 Lean into conflict. Understand that personality differences and disagreements generally do not get better on their own. Yes, delving into the real reasons for a conflict is uncomfortable. Yes, it is discouraging to learn that adults lie, manipulate, and use resources for personal gain. Yes, it is easier to ignore the problem, but that usually means that the issue will get worse. Wine improves with time, but problems do not. If someone cannot do what is needed, or if their behavior is questionable, address it right away. Conflict most certainly will not improve on its own.

3 Care enough to solve the problem. That means getting involved, understanding the issue from all sides, and looking for common ground. It also means making sure that people tell you when there is a problem. You cannot solve problems if you do not know the problems exist. Encourage people to tell you when there is a problem.

4 Understand that timing and motivation are not always synchronous. When conflict happens, many volunteers opt for quitting. Sometimes this is the best option. How do you know if it is the right course of action? Some indicators include: they cannot get along with the other people on the board, they are constantly late or have excuses about why they do not accomplish tasks, and they do not show up. Understand that sometimes it is the right person volunteering, but it may simply be the wrong time for them to volunteer. It may also be the wrong team. Some people naturally work better together. Assess the team as a whole to determine the best fit.

5 Review your expectations of roles and responsibilities early. This is especially important for new hires or with volunteers. Many associations are 100% volunteers. Volunteers need to understand

continued on page 6 >

MEMBER SPOTLIGHT

What do you like most about your job?

Many things, among them: no two days are alike; I love watching the dynamics of boards and how they change each year; and as an AMC, I learn about different professions.

What is your greatest challenge at work?

Having enough hours in the day to do everything on my to-do list for that day.

What is on your music playlist?

Led Zeppelin, REM, U2, The Pretenders, and Lloyd Cole.

What have been some challenges with communicating with your membership?

Incorporating social media platforms into the overall communications plan and schedule. The content has to be tailor-made for each platform in terms of length and message. We have started testing a weekly schedule for sending communications, track open and click rates for two months, and then switch the schedule. The ultimate goal is to see what the best day and time is to send out communications.

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

I would love to visit Egypt and see the Nile, the Valley of the Kings, and go through the chambers in the Great Pyramid. In my fantasies, I winter in St. John's, Virgin Islands and summer in Nantucket.

Trace Carson
Senior Vice President
Organization Management Group



What do you enjoy doing in your time away from work?

I love doing house/art projects and yard work and have recently taken up oil painting.

What are three things you want to do before you die?

Go to the Kentucky Derby, go to the Oscars, and attend the Cannes Film Festival—all with a VIP pass.

What three words best describe you?

Patient, persistent, and generous.

How do you recharge?

Doing yard work—it is like Zen for me. I really like doing hardscapes, working with bricks, stone, and slate.

What character do you admire most in others?

Loyalty.

What is the most important lesson you have learned in the last three years?

Everything will work out.

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Beth Ziesenis



Amy Nisenson



Mark Sedgley



Mindy Flanigan



Blake Hegeman

BREAKOUT SESSIONS

Share and Share Alike: 29 Tools to Create Cool Content for Social Media

Beth Ziesenis, "Your Nerdy Best Friend," Avenue Z, Inc.

The most popular posts on social media are pictures and videos, and with a few easy (and free) tech tools, you can transform your messages into share-worthy graphics that will put your organization out in front. This action-packed session will give you dozens of sites and apps that will help you elevate the quality of your social media posts and other material.

Building A Powerhouse Board— Tools for Strategic Leadership and Engagement

Amy Nisenson, Non-profit Consultant, Nisenson Consulting

In this workshop, you will learn best practices in structuring and leading your board, as well as engaging your individual board members. Information will include the distinction between the roles of the CEO and board chair, effective meeting and communication tips, setting expectations with your board members, and best practices around recruiting, nominating, and orientating. Participants will walk away with tools to have a powerhouse board.

Creating a Culture of Innovation: It's Not as Hard as You Think

Mark Sedgley, President & CEO, MemberClicks

Many organizations are intimidated by the word innovation because they think it is only for large, well-funded associations. Innovation is a journey in culture and inclusion, and in this session you will see real-life examples of how to create a culture of innovation in your organization, no matter how small. Understand what it truly means to be innovative and learn practical steps for improving communication and processes within your organization.

Potpourri of Risk for Organizations & Associations

Got Employees? Top 5 HR Traps to Avoid

Mindy Flanigan, PHR & SHRM-P, Inspiring HR

There is no crash course in HR required of small business owners before we open the doors. We learn as we go. But that may mean we are taking on more risk and headaches than we realize. This session is designed to help you evaluate whether it is time to change course when considering 1099 vs. employee, job descriptions, hiring the wrong employee, failure to pay overtime, and new employee onboarding.

Top Legal Risks Facing Associations

Blake Hegeman, CAE

Associations are facing an aggressive regulatory and litigation environment. Therefore, they must make risk management a priority. This session will highlight areas associations must focus on and will provide suggestions they can implement immediately on topics such as employee fraud and embezzlement, social media risk, and antitrust.

EVENT AGENDA

WEDNESDAY, OCTOBER 4

5:30–7:00 p.m.

Networking Reception

Hilton Richmond Downtown

THURSDAY, OCTOBER 5

8:00 a.m.

Registration Opens

8:30–9:50 a.m.

Breakfast & Keynote:

KILLER APPS FOR LEADERSHIP

Beth Ziesenis, "Your Nerdy Best Friend"

Take a deep dive into the free and bargain apps that will help you move up the ladder. Learn the tools you need for personal organization as well as game-changing tech tools to help your organization function more efficiently and support team collaboration.

Showcase your leadership ability by capitalizing on the technology tools that will keep you organized, productive, informed, innovative, and ahead of the crowd.

10:00–11:30 a.m.

Morning Breakout Sessions

- Share and Share Alike
- Building a Powerhouse Board
- Creating a Culture of Innovation
- Potpourri of Risk

11:45 a.m.–2:00 p.m.

Expo

12:15–1:30 p.m.

Lunch in Exhibit Hall

Passport Prize Awarded

1:30–1:45 p.m.

Meeting Planner of the Year Recognition

2:00–3:30 p.m.

Afternoon Breakout Sessions

- Share and Share Alike
- Building a Powerhouse Board

**REGISTER AT
VSAE.ORG/EXPO**

WHO IS ATTENDING THE EXPO?

"I want to network to improve myself to become a better Executive Director."

"I want to learn more about using social media."

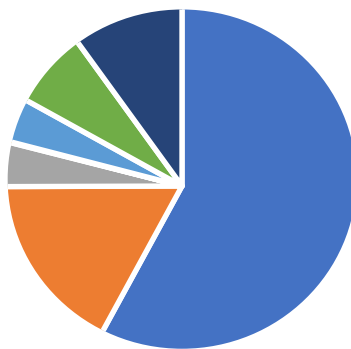
"I plan to earn hours to renew my CMP designation."

"This is always a good venue to touch base with past, current, and future vendors and network with peers."



95%

Have decision-making influence.



Employed by:

- Association (58%)
- Association Management Company (17%)
- Corporation (not travel agency related) (4%)
- Government Agency (4%)
- Self-employed (7%)
- Other (10%)



Their meetings generate up to this many room nights per year.



2,500

They plan this many off-site meetings per year.



45%

Require exhibit space for their meetings.

65%

Plan meetings in Virginia.

35%

Plan out-of-state meetings.

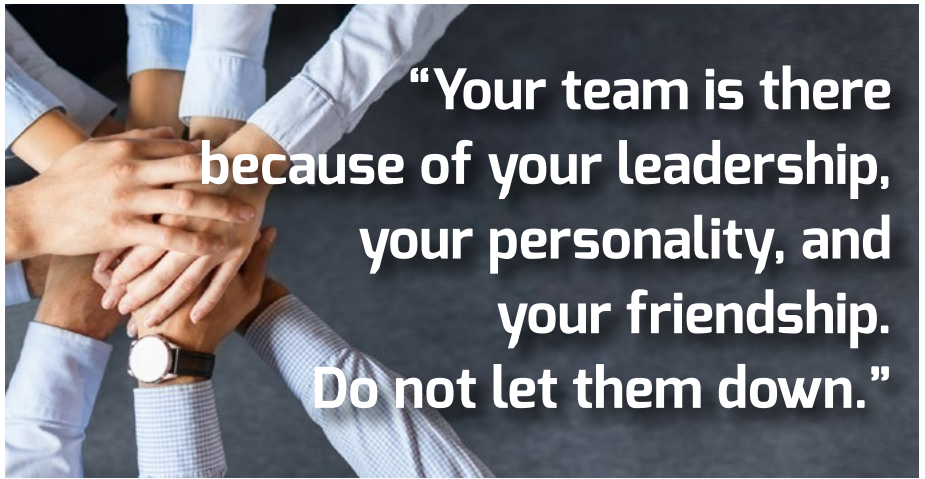
Statistics based on attendance at the 2016 VSAE Educational Symposium & Expo.

working with you is a commitment and there are tasks that have to be accomplished in their volunteer roles.

6 Create a system of accountability and communication that works for everyone. People work to deadlines, so give them deadlines. Map out what needs to happen WITH DUE DATES! Put those deadlines on your calendar, and help people be successful by sending out reminders when important milestones are due.

7 Do not waste time. Few people have time to waste. No one likes wasting time. Time is the most precious gift we can give, so be careful not to waste your people's time. Start meetings on time, have agendas for meetings, stick to schedules, and hold people accountable for deadlines.

8 One-on-one communication. One of the most effective techniques a president-elect or future association leader can do is to call or meet with every person on the current board and ask them for advice on how to best move forward. You do not have to ask them to stay on your leadership team; just ask them for advice, their perspective, and their continued support in letting you know what is going on. People like to know that their opinions are considered and that they matter. Taking the time for a one-on-one meeting or phone conversation speaks volumes about how you value that person.



9 Over-communicate to the team. Communicate more than you think is necessary. People work better with clear and frequent communication. When people realize that everyone else is pulling their share, they do not want to be the weak link, so they increase their efforts.

Misunderstandings due to a lack of communication create tension and can lead to conflict. Many volunteer organizations use a Facebook page, GroupMe, or some other kind of easy communication method that helps everyone know what is going on and updates them on the status of events.

10 Make time to appreciate the people doing the work. People need to feel needed, wanted, and appreciated. Make sure you sincerely thank and recognize your team, both publicly and privately. For people serving on your board or committees,

highlight their achievements by having them stand up and be recognized at events or meetings, or point out their achievements on your blog, website, or Facebook page. Make sure to profile specific actions when thanking individuals and make sure the right praise is going to the right person, not just to a department or a committee leader.

BONUS! Make work fun. You can make volunteer work fun. Have board meetings at venues that facilitate work, but are also enjoyable. Find ways to make work a good bonding experience (as long as you respect their time). Make accomplishing goals fun for your group.

The people on your team are most likely on your team because of you. Not because of the job, not because of the company, association, or the cause—it's because of YOU. Your team is there because of your leadership, your personality, and your friendship. Do not let them down.

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ABOUT THE AUTHOR



Mary Kelly, PhD, CSP, Commander, US Navy (ret) is the CEO of Productive Leaders. When she is not speaking and writing, Mary and her two therapy dogs visit schools and hospitals. Mary@ProductiveLeaders.com.

Meeting Planner Summit a Success!

On August 16 and 17 meeting planners and sponsors joined together at **Hilton Norfolk The Main** for the 3rd annual Meeting Planner Summit. The two-day event provided a mix of presentations from professional speakers and colleagues to provide attendees with knowledge and tools they can immediately implement within their organizations.

Chief Project Management Geek & Founder of Castle Thunder Consulting, **Angela Edwards, PMP, PCC, PMI-ACP, MBA, MS**, kicked off the morning by examining the role of meeting planners as compared to the tasks of a project manager. By making this comparison, Edwards provided guidance on how to identify key tasks, streamline processes, and implement team engaging practices, as well as exercises to create successful meetings.

Our host, **Hilton Norfolk The Main**, provided a lovely lunch followed by a tour of the brand-new facility, including the available meeting space, its three restaurants (Grain, Saltine, and Varia), and the attention to complying with IACC standards. The hotel's proximity to Norfolk's downtown destination areas makes it a fantastic location to hold your next meeting.

Client Network Services Manager of PSAV, **Alex Wedesky** educated attendees on what bandwidth really is, provided a hotel infrastructure overview, and shared tools to properly determine your meeting's bandwidth needs. He made network ninjas out of attendees during this session providing information for successful event planning by knowing your Internet access needs.

RYT 200, Certified Svaroopa Yoga Basics Teacher & Professional Development Manager at Virginia Transportation Construction Alliance, **Lisha Reynolds** provided a thirty-minute self-care session where attendees learned

breathing techniques and yoga poses that can be done in the office. We are all wearing multiple hats within our organizations and self care is important to overall physical and mental health to allow us to work safely.

Project Assistant of the Department of Forest Resources and Environmental Conservation, Virginia Tech, **Tiffany Brown** engaged attendees with an open space facilitated roundtable discussion session. Attendees met in groups to review specific issues faced within their organizations and meetings. Each group focused on topics brought to the table by attendees and allowed peers to walk through each situation together to find solutions.

National Sales Manager of **VisitNorfolk**, **Rita Matthews** hosted the evening dinner at the Blue Moon at Waterside. All VisitNorfolk partners were invited to share in the wonderful hospitality and networking. It was a delightful relaxing evening with fabulous food and drink.

Executive Director of Mission to Strategy, **Susan Motley, CAE**, kicked off Thursday morning with her session on "Networking in the Digital Age." Attendees learned the latest trends in networking using technology and strategies for developing

deep connections with others during these technology-focused times.

Angela Edwards concluded the Meeting Planner Summit with a session titled, "Utilizing Influence—Your Perceived Value and ROI." Planners often do not truly know the value of their position to their membership. Edwards provided tools for planners to convey the value of the position to organization staff and association members.

If you missed the 2017 Meeting Planner Summit, never fear...we are already working on programming for 2018. In the meantime, join us at our quarterly Meeting Planner SIG meetings (next scheduled for December 12 at the Embassy Suites by Hilton Richmond) or pull a planner aside for tools and tips shared. You will be glad you did!



The heart of the Virginia Waterfront.SM

“Alex Wedesky made network ninjas out of attendees...providing information for successful event planning by knowing your Internet access needs.”

ABOUT THE AUTHOR

Amy Sales, CMP, is Associate Director at Easter Associates, Inc. and Associate Director of the Virginia Council of Nurse Practitioners. She can be reached at amy.sales@easterassociates.com.

Leadership reflections



Brandon Robinson, CAE
VSAE Executive Director

Nominate a fellow VSAE member for board service.

Over the last few months, I have devoted this column to some of the exciting changes taking place in the governance of your association. Last year, the board embarked on a new strategic plan which focused in part in engaging more association professionals in VSAE. Specifically, the board looked for ways to engage members in the leadership of this association, namely the Board of Directors.

Each fall, the Nominating Committee has the unenviable task of sifting through several highly qualified members to choose a limited number to be nominated for board service. Given the limited number of board spots available each year, this has meant some very well deserving association leaders may not have been offered the opportunity for board service. It is our sincere hope that the governance changes implemented this summer can begin to change that calculus, though we need your help.

To the right of this column is a list of desired characteristics of a VSAE board member. **Do you know anyone who exemplifies this list?**

Nominate them for board service. I have the privilege of interacting with many very qualified association professional members who would make great board members.

Starting in 2018, directors will serve two-year terms; previously the terms were three years. This means VSAE will have up to four or five board spots each year; previously it was often just one. Also, the board no longer must be made up of a majority of CEOs. The requirement is now that there must be at least three CEOs among the 15 elected board members, though it could be more. These two changes are meant to increase member participation on the board and expand the variety of the types of association leaders on the board.

Be a part of VSAE's future by nominating a fellow VSAE member for board service. **Nominations are due Friday, November 17.** You can find a nomination form on the VSAE website at vsae.org/leadership. If you have questions, please do not hesitate to write to me at brandon@vsae.org or call me at (804) 249-2234.

Ideal Board Member Characteristics

Knowledge

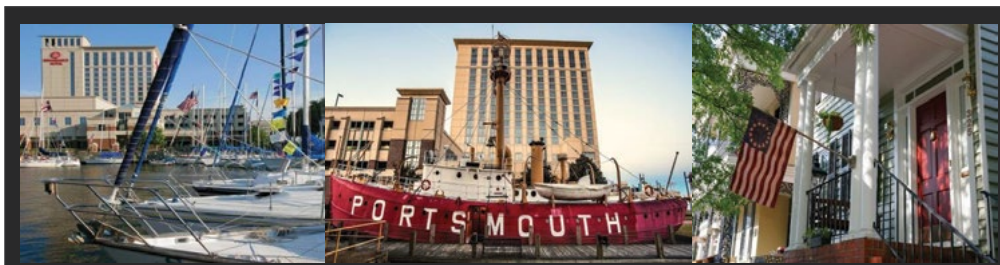
- Understands and subscribes to the organization's mission and values.
- Understands the economics and budgets required to achieve the organization's mission.
- Knows the organization's current financial position.
- Understands the complexity of the organization's challenges.
- Has a grasp of technology and trends outlooks.
- Knows the difference between governance and management.
- Knows how to be a "team player".

Skills

- Can work to build consensus.
- Can work with and be supportive of staff.
- Is supportive of and adept at strategic planning.
- Has strong communication skills.
- Can deal with diverse groups and ideas in a constructive way.
- Can interpret financial information.

Personal Characteristics

- Feels that collaboration is necessary for success.
- Promotes openness and honesty.
- Subscribes to and practices high standards.
- Is optimistic but realistic.
- Values personal growth and learning, particularly covering matters confronting the board and the organization.
- Views self as an association leader.
- Accepts the board has the authority, while individual board members have none unless delegated by the board.
- Is personally challenged by what is best for the organization.
- Can be decisive and comfortable with large-scale decisions.
- Accepts change is constant.



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COMMUNITY SERVICE: THE MORE THE MERRIER

by Cassie White

Communications Specialist, ACEC Virginia

Working for a non-profit organization, we all know how it feels to work with minimal resources to get the job done. Each year, the Community Service Committee comes together to offer members an opportunity for involvement and to give back to our communities and those organizations whose missions speak to our membership.

But what motivates someone to volunteer? With pay taken out of the equation, is it about “paying it forward?” Is it about opportunities for personal and professional development? Both? The plot of Catherine Ryan Hyde’s novel, *Pay It Forward*, is spreading goodwill from one to a few creates a perpetual cycle of giving and receiving.

In 2016, VSAE members spent over 300 hours volunteering their time with organizations like Project Homeless Connect, the YMCA’s Bright Beginnings Program, and FeedMore’s Community Kitchen. I want to encourage you and for you to encourage those around you to get involved, whether that be in a committee or at one of VSAE’s Community Service events. More volunteers equate to more that can be accomplished toward a common goal than one usually can accomplish solo.

On September 29, we will be working with Hanover’s Habitat for Humanity to help people in need of decent housing. Coming soon, we will have dates to volunteer with FeedMore’s Backpack Program and Community Kitchen. Visit vsae.org to learn more.

Don’t forget about our monthly raffles at the VSAE Monthly Luncheon and Seminar events as we will continue to support local charities and have great prizes donated by our supportive Associate Members.

If you or anyone you know is associated with a charity that is in need of volunteers, please reach out to **Tracie Grady** at (804) 249-2244 or tracie@vsae.org.



Top: Special Olympics volunteers (from left) Amy Binns, Cassie White, Michele Moker, and Larry Land. Left: K-9 Sarah loves to get belly rubs and scratches, and taking selfies. Right: Friends of Richmond K-9 President, Jeff Merten and Master Trainer Officer, Robin Robinson with Sarah.



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It's Time to Donate to the Silent Auction!

Join colleagues from your association community at VSAE's most popular event. Held on Friday, December 1 at the **Hilton Richmond Hotel & Spa at Short Pump**, this event includes recognition of the winners of VSAE's coveted Awards of Excellence and a Silent Auction with over 100 donated items on which to bid. Items include gift baskets, event tickets, luxurious getaways, and so much more. Proceeds go to benefit VSAE and Good Neighbor Village, Inc., an organization that provides a residential opportunity in a community setting for adults with mild and moderate intellectual disabilities.

Participate in this festive occasion by donating a silent auction item, donating to the gift card tree, registering to attend, or all three.

You can also make a cash contribution. The Silent Auction Task Force has established a Silent Auction Fund which will be used to purchase additional auction items. Those who contribute to the fund will be listed in pre-event marketing and in the event's on-site program.

How do I donate?

Download a donation form at vsae.org/silentauction. Please complete the donation form and return to VSAE no later than November 10. VSAE has set a minimum retail value of \$50 for each donation. If you are unable to donate a gift with a minimum value of \$50, please consider a cash contribution to the Silent Auction Fund or a minimum value of \$25 donation to the Gift Card Tree.

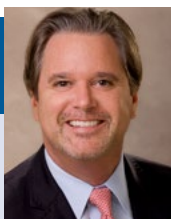
Grand Prize Live Auction

In addition to a Silent Auction with over 100 items, VSAE also has at least one live auction item. VSAE requests that the live auction item include the following.

- A minimum of 6 days/5 nights stay for 2 people
- At least 2 meals for 2 people
- At least 1 recreation activity for 2 people

In exchange for your donation, you will be featured in a newsletter article about the event with your picture/logo, get a display area at the event, promotion at event by auctioneer, complimentary registration to the event, promotion in the on-site program, and have a client experience your company first-hand.

If you are interested in donating an item for the live auction, email Brandon at brandon@vsae.org. For other event questions, contact Tracie at (804) 249-2244 or tracie@vsae.org.



HEALTH CARE CORNER

On April 13, 2017 the Centers for Medicare and Medicaid Services (CMS) released the final ruling in an effort to reduce adverse selection, improve the risk pool, and promote stability in the individual insurance market for 2018. CMS has ruled to cut drastically the open enrollment period for the individual marketplace. The 2018 individual open enrollment period is currently scheduled to run from November 1, 2017 through December 15, 2017 for a January 1, 2018 effective date. Please contact me with any questions.

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PARTNER HIGHLIGHT:

Virginia Beach is more than a top meeting destination with unbeatable service—it is a game-changer in providing great meeting experiences. Along with the ideal balance of coastal charm, three distinct beaches, and a vibrant downtown with a distinct vibe for meetings of any size and budget, Virginia Beach offers meeting planners a wide variety of incentives and accommodations to guarantee a successful event.

BRING YOUR MEETING TO LIFE

At the heart of the oceanfront, the LEED Gold-certified Virginia Beach Convention Center continues to elevate the industry standard for its focus on sustainability and affordable elegance. The facility features more than 500,000 square feet of column-free space, including a 150,000 square foot exhibit hall, more than 29,000 square feet of meeting space, and a 31,000 square foot ballroom.

Great facilities and coastal recreation are a natural part of the Virginia Beach meetings experience. As a community that is as culturally and environmentally focused as it is service-minded, Virginia Beach offers a wide range of off-site venues that add meaning to your meeting event. One of the most energy efficient smart buildings in the nation, the Chesapeake Bay Foundation's Brock Environmental Center serves as a sustainable alternative to traditional meeting venues. For an event that is sure to dazzle, meeting planners can explore the flexible event spaces at the Virginia Museum of Contemporary Art, the Sandler Center for the Performing Arts, and the Virginia Aquarium.

MEET LIKE A LOCAVORE

Virginia Beach takes meeting, and eating, very seriously. Being a locavore means decadent feasting, straight from the hands of the people who grow, catch, and craft the best of what this coastal city has to offer for your next event. The city's wide range of meeting venues is bountiful and surrounded by not only the Atlantic Ocean and Chesapeake Bay, but also 8,000 acres of farmland. This

VIRGINIA BEACH CONVENTION & VISITORS BUREAU



provides meeting attendees access to the freshest catch paired with just-picked produce. Given our bounty of fresh food and unique event spaces, it is no wonder meeting planners pick Virginia Beach for unforgettable experiences.

Throughout the city there are endless experiential dining opportunities waiting to be explored. Chef-driven menus at the Virginia Beach Convention Center feature hand-cut herbs and vegetables from its on-site garden beds providing a unique way to savor the local flavor. Attendees can slurp and sample the city's famed oysters which are sustainably cultivated and harvested straight from the Lynnhaven River, right off the Chesapeake Bay. Meeting planners can book their events during the region's celebrated soft shell blue crab season, or during strawberry picking season to

provide an immersive team-building opportunity at any of the U-Pick Pungo farms. After a full schedule of meetings and networking, local craft breweries welcome groups to quench their thirst and enjoy lively conversation.

To learn more about Virginia Beach's meeting and event offerings, or to explore facilities, check out visitvirginiabeach.com/meetings.

READY TO BOOK? CONTACT:

Lisa MacArthur
Convention Sales Manager
(757) 385-6661
vbmeetings.com



Bring your meeting to life in Virginia Beach at vbmeetings.com

VIRGINIA BEACH
LIVE THE LIFE

AROUND THE COMMONWEALTH



Lisa Meriwether has been appointed to the Board of Directors of Meeting Planners International Virginia Chapter. She is serving as Vice President of Education.

Oliver Companies, Inc. has acquired the Wyndham Virginia Crossings Hotel and Conference Center. It will now operate as **Virginia Crossings Hotel and Conference Center**, as part of the Tapestry Collection by Hilton.

WELCOME NEW MEMBERS

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Peggy Lynch

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*Sheraton Norfolk Waterside
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Libby Ross

*Hyatt House
Virginia Beach*



**CAE STUDY
GROUP
FORMING**

A free VSAE Fall CAE Study Group is now forming for members studying for the certified association executive (CAE) exam in December. The study group begins Tuesday, September 26 and runs for 10 weeks, ending in time for the exam on December 1. Candidates who fully participated in a previous VSAE Study Group have had excellent pass rates.

For more information, contact VSAE CAE Committee Chair, Laura Cobb, CAE at lcobb@vscae.com.



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