



— VIRGINIA SOCIETY of —
ASSOCIATION EXECUTIVES

YOUR *association* PRESS

JUNE/JULY 2018

Come join fellow VSAE members for the third annual **SIG-a-Palooza** on **Thursday, August 9, 2018** at **Virginia Crossings, Tapestry Collection by Hilton**. The meeting will feature breakfast at 8:30 a.m., during which volunteers will be recognized, followed by SIG meetings from 10:00-11:30 a.m.

The SIG-a-Palooza is a collection of small Shared Interest Group (SIG) meetings. The SIGs are member-led groups organized around areas of interest. They offer a forum for peer-to-peer learning in a small group atmosphere. The SIGs are a great way for association executives and other non-profit leaders to learn from colleagues about the issues relevant to them.

SIG-a-Palooza is open to ALL members.

The following are the current SIGs planning on meeting at SIG-a-Palooza.

Association Management Companies

For executives of firms that provide management and specialized administrative services to trade associations and professional societies.

NEW—Communications and Marketing

For association professionals who are responsible for communications & marketing within their organizations.

Deputy/Senior Staff

For executives who deal with organization wide issues like strategic planning, staff management, and organization culture.

NEW—Government Affairs

For executives who lobby or are otherwise involved in association advocacy efforts.



Large Association CEOs

For CEOs of associations with six (6) or more employees; discussion topics include staff development, board relations, legislative issues, technology, and association resources.

Meeting Planner

For association professionals who are responsible for meeting planning within their organizations.

Small Association CEOs

For CEOs of associations with five (5) or fewer employees; discussion topics include staff development, board relations, legislative issues, technology, and association resources.

REGISTRATION

VSAE members can register for \$20 and non-members for \$35 if done by Tuesday, August 7, 2018. On-site registration is available and subject to higher fees. Call VSAE at (804) 747-4971 for more information or register online at vsae.org/2018palooza.

Do you have an idea for a SIG? If so, contact **Brandon Robinson** at (804) 249-2234 or write him at brandon@vsae.org.

DON'T MISS IT!

SIG-A-PALOOZA! WITH BREAKFAST

Thursday, August 9
Virginia Crossings,
Tapestry Collection by Hilton

SCHEDULE

8:00-8:30 a.m.	Registration
8:30-9:45 a.m.	Breakfast
10:00-11:30 a.m.	SIG Meetings

Register at
vsae.org/2018palooza.

UPCOMING EVENTS

AMC RETREAT

July 10

The Graduate Hotel

MEETING PLANNER SUMMIT

August 16-17

The Williamsburg Lodge

SEMINAR SERIES

WITH RECEPTION

September 6

Jepson Alumni Center

CEO & SENIOR

STAFF RETREAT

September 17-18

The Cavalier Virginia Beach

FALL CONFERENCE

Thursday, October 4

*Greater Richmond
Convention Center*

Check out all events at
vsae.org.



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Dear VSAE,

Serving as your Executive Director the last two years, and as the Vice President of Professional Development & Communications before that, has been one of the most rewarding professional experiences of my career. VSAE is an incredibly strong association community built on collegiality and professionalism.

I will be leaving Eisenman & Associates and subsequently VSAE effective Wednesday, July 11. I have accepted a position as the Director of Policy for the Virginia Association of Health Plans.

I have learned a tremendous amount during my time with VSAE and I have grown as an association professional. The list of people to whom I am grateful for this opportunity is way too long. It's probably easier just to say look at the 2018-2019 Membership Directory coming out later this summer. Truthfully, nearly every VSAE member has helped make this a wonderful experience. A few people do need special mention, though.

First, I had the honor of working with some amazing association leaders who served as President during my tenure; **Jan Morehead, Richard Johnstone, Wilmer Stoneman, Barbara Homiller, Scot McRoberts, and Ray Mattes**. Each of these leaders were unique in how they challenged me and VSAE to continue being the best. They were each true partners in how they worked with me on advancing the mission of the organization as well.

Second, I have been lucky to have a great team who does all the hard work behind the scenes for VSAE. Tami Guthrie, Jessica Bello, Pam Kirby, and Lorraine Meade are all superb professionals who put their heart and soul into VSAE. And I would be remiss if I did not also thank Tracie Grady, who served VSAE admirably for many years before I came on board and with whom I had the pleasure of working for several years.

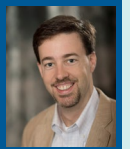
And finally, **Rick Eisenman**, who hired me back in 2014 and put his trust in me to

succeed him as Executive Director in 2015. Stepping into the role he filled for twenty years and building VSAE to what it has become, was a tremendous challenge. He was never more than twenty feet away during my tenure providing guidance. I could not have done all that I was able to do without his help and mentoring.

The good news is that I'm not leaving the association community. I plan on being an active VSAE member in my new role and doing what I can to help our association community be the best at making our member associations the best – just as a member this time.

Originally sent via email on Friday, June 22, 2018.

Brandon Robinson, CAE
VSAE Executive Director



Board Advance Was A Tremendous Success

In mid-May, the VSAE Board of Directors convened for the annual Board Advance. This two day off-site strategic meeting is a chance for the leaders of your association to get together and plan for the future. Kristina Arbogast at the **Stonewall Jackson Hotel & Conference Center** along with Katie Campbell with the **City of Staunton** hosted the board for this year's event. During the time in Staunton, the board also experienced a unique leadership and team building session with the American Shakespeare Center where they explored the power of language and each individual's personal leadership presence.

The conversations at this year's Advance ranged from operational to aspirational though thoughts about VSAE's membership permeated the discussion. In fact, the board spent the majority of the second day talking

in small groups and among the entire board about membership. Specifically, the board analyzed the value and features of VSAE's membership. The board discussed the various membership categories. And most importantly the board analyzed the results of the 2018 Member Survey, where they took a deep dive into what you, the members, are saying about the association. From those conversations a few themes emerged. Member value is high, membership is diverse, and membership is the future.

The purpose of the Board Advance is to take time to get away as a leadership group and have the strategic conversations that will be the foundation of future success. By that definition, this year's advance was a tremendous success.

Editor's Note: This issue of the newsletter is dedicated to the Meeting Planner, one of the unsung heroes of our industry. The articles are all focused on aspects of planning conferences and events. In September, VSAE will focus its newsletter on technology. If you are interested in submitting content on this topic, please write info@vsaе.org.

PLAN NOW!

AMC Retreat



July 10, 2018

The Graduate Hotel

**For more information
and to register, visit
VSAE.ORG/AMCRETREAT**



7+
HOURS

Meeting Planners Will Face Challenge of Rising Attendance Costs in 2018

Thanks to a stronger economy and growing demand, the predominant trend for the meetings and events industry is positive growth for at least the next year, and even beyond.

“Economically, all the leading indicators that we rely on have remained largely unchanged, which translates into this continued, slow and steady growth,” said Mike Wainwright, vice president of sales for Marriott’s Convention and Resort Network. “The only difference we’re seeing now from the previous cycle is a modest increase on the supply side.”

RECOVERING FROM THE RECESSION

The meetings and events industry has definitely rebounded from the 2008 economic crisis, said Phelps Hope, senior vice president of meetings and expositions for Kellen Co. “It’s been a slow climb since the global financial crisis. Not all segments grew at the same rate and not everybody has been profiting, if you will, from that growth. But now, as we look back seven to eight years on, we’re actually thinking, ‘Oh wow, we’re closer to the top of the hill than we thought.’”

The immediate result is that there are more meetings and events taking place around the world.

“When the economy is heating up, corporations are doing more business, associations are doing more programs, and everybody is flush, and they’re trying to get more face-to-face business events happening because that’s where we learn from each other, that’s where we educate one another, and that’s where we do face-to-face business,” Hope said.

MORE MEETINGS, MORE MONEY

But while the news of overall growth in the industry is positive, the total cost per attendee per day for meetings and events around the globe has gone up, according to Carlson Wagonlit Travel’s (CWT) 2018 Meetings and Events Future Trends report.

Despite a growth in global airline capacity and more hotels opening than ever, airfare costs are expected to increase globally by 3.5

“When it comes to attending a meeting or event in the year ahead, it really is a seller’s market. Meanwhile, travel costs for attendees and planners are on the rise. Buckle up for increased spending.”

percent in 2018 and hotel costs are projected to rise 3.7 percent.

Supply and demand continue to be strong drivers, according to the report, which provides forecasts for four regions, including North America; Europe, Middle East and Africa; Latin America; and Asia Pacific.

“From my perspective, in my world, in dealing with the large meeting groups and conventions, the costs of meetings for an attendee is keeping track with inflation,” Marriott’s Wainwright said. “All of our hotels are functions of the economy in general — from the costs of utilities to just standard supply and demand pricing metrics. It rises naturally as with any bushel of goods with inflation.”

The CWT report forecasts that the costs of both hotels and airfare will increase by 2.5 percent in North America in 2018. That’s because hotel demand is outpacing supply, especially in cities with ease of transfer, or air links. Additionally, hotels are getting creative with driving incremental revenue, including concession bundling for things like parking or transportation of golf clubs.

Meanwhile, the complete opposite is happening in other parts of the world, particularly in Europe, the Middle East, and Africa, where a hotel supply surplus isn’t really in play, and hotels are unbundling costs where possible.

“As the economy heats up, costs go up, because with more frequency of meetings and events, the hotels are filling up,” Hope said. “It means that they can charge higher rates and they’ve got less occupancy so they start charging more for the space they have. Same thing with convention centers and everything from audio-visual companies to transportation companies. Because of that supply and demand curve, we find the costs do go up in certain areas as per attendee.”

WILL PLANNERS BE CAUGHT IN THE MIDDLE?

Meanwhile, meeting and event planners like Christy Lamagna, founder and master strategist of New Jersey-based Strategic Meetings and Events, are bracing themselves for difficult conversations around costs.

“What’s interesting is clients struggle to accept the fact that costs are going up,” Lamagna said. “One of the frustrations is when costs rise but budgets don’t. There’s never a blanket statement that you cannot get more money, but for the majority of us, the focus is on how to do more with less.”

The challenge, she said, is that many organizations don’t get to see the true value of meetings because they are simply seen as event logistics. “It’s not a strategic vision that’s being carried out,” she said. “They’d rather spend the money somewhere else and based on the way people plan meetings, they’re right. It could be done differently.”

Lamagna is calling upon her fellow planners and meeting professionals to articulate the value of meetings when faced with a conversation over budgets and rising costs. “It’s partially incumbent upon us as an industry to organize and educate ourselves on what the strategic value and power of meetings are and educate the people around us,” she said. “There needs to be an understanding of why meetings should be considered investments not expenditures.”

This article was originally published in October 2017 on skift.com. It is reprinted with permission from the author.

ABOUT THE AUTHOR



Sheryll Poe is a dynamic writer, editor, and storyteller who develops, packages, and markets high-value content for a variety of audiences. Learn more at poecommunications.com.



Amy Sales, CMP



Richard Gordon



Courtney Fleming

Insights From Leading **MEETING PLANNERS**

For this special Meeting Planner edition, the *Association Press* interviewed three executive members with meeting planning responsibilities to learn their experiences and insight on issues facing the industry, and particularly challenges facing meeting planners. The three members interviewed were **Amy Sales, CMP**, Associate Director at Easter Associates, Inc.; **Richard Gordon**, Member Services & Operations Director at the Virginia Society of CPAs; and **Courtney Fleming**, Senior VP for Education & Training/Communications at the Virginia Bankers Association.

What's the biggest change you've seen in preparing for events, or what changes do you see coming?

Amy: Economic conditions from 2008 to today have greatly changed negotiating. I'm looking forward to the Meeting Planner Summit where Ann Buhl, CMP will provide an update on these conditions and an overview of the current state of the event industry. Having a better understanding of the industry will help us work better together.

Richard: Technology advancements. We are always working to include the latest and greatest technology to make events more efficient and relevant for the participants.

Courtney: Our events are really transforming from "one-size-fits-all" to a much more personalized experience for the attendees. We spend a lot more time in the planning

process making sure we create learning and networking experiences that are customized to meet the needs of each individual member.

How do you utilize volunteers to plan for your events?

Amy: Our volunteer conference planning committee meets twice a month. We work to find and secure speakers, discuss conference details, and make every conference better than the last. On site, the volunteers serve as room monitors and welcome speakers for the conference sessions.

Richard: When possible, we utilize volunteers as discussion leaders and task force members.

Courtney: We work with committees of bankers who are a tremendous resource and sounding board for us. We check in with them quarterly to ensure that the programs we are developing and the speakers we are sourcing will provide the content and resources they are seeking. They are excellent ambassadors of our organization and share their enthusiasm about VBA events with their friends and colleagues across the industry.

Care to share a meeting planner horror story from one of the events you've planned? How did you handle the situation?

Amy: At one conference, we had just 15 minutes to move more than 400 attendees

through a buffet—no easy feat. We gradually welcomed attendees to make their way through, starting with those seated in the room, followed by others who were visiting the exhibit hall. Remarkably, there were no long lines and the program started on time.

Richard: The one story that comes to mind is having a speaker for a conference session not show. I am sure this is a shared horror story among other VSAE members. I was able to inform all attendees of this change and rearrange other sessions to make better use of everyone's time. It can definitely be a challenge—and you feel such relief when you see how understanding folks really are.

Courtney: Don't all horror stories have something to do with AV or a speaker canceling at the last minute? We have experienced runaway microphones, county-wide power outages, and keynote speaker cancellations at the eleventh hour. My approach is to act quickly to find and implement a solution, then gather your team and force yourselves to laugh about the scenario when things are running smoothly again.

What's your favorite budget-friendly trick or hack for planning an event?

Amy: Water pitchers and glasses as practical centerpieces and to cut down on the cost (and waste) of bottled water during breaks.

continued on page 6 >

Our events are really transforming from “one-size-fits-all” to a much more personalized experience for the attendees.

Richard: It is wonderful when you are able to get certain aspects of your event sponsored. This can be such a win-win proposition for everyone involved.

Courtney: For years we have been saving dessert for the afternoon break. Most often the attendees don't notice the missing dessert at lunch and then are delighted when there is triple chocolate layer cake at the break table instead of chocolate chip cookies. More recently, we have rolled out the use of microsites for our events instead of the costlier event apps.

What do you like most about planning your association's events?

Amy: Sharing event questions and challenges with my coworkers. We bounce ideas off one another constantly and share our successes, and less-than-successful times.

Richard: I love the teamwork. I work with some truly fantastic people who possess great energy and drive. Plus, we all try to have a good time while planning.

Courtney: As cliché as this is, I love the interaction with our members. I love to see

members from opposite ends of the state arrive at events and greet each other with smiles and hugs. The best part of this job is that we provide the forum for people to form life-long business and personal relationships. It doesn't get any better than that.

What's your biggest or constant challenge when planning events?

Amy: Where do I start...I love finding out how information is going to be shared and figuring out the most effective way to set the room; calculating how much space AV will take away from set-up; providing special meal requests with something other than a salad; being honest with yourself about what works and what doesn't.

Richard: Time. I work hard to get an early start to planning events, as I have learned over time you cannot always prepare for everything life throws your way. So, I start early.

Courtney: Continuing to provide content we know our members need in innovative and engaging venues and formats, while keeping up with the pace at which things are moving these days.

Is Your Association GDPR Compliant?

As of May 25, the European Union is enforcing the General Data Protection Regulation, which sets standards for processing personal data. If your association collects information about EU citizens or residents, you may need to ensure you are being GDPR compliant. ASAE recommends seeking legal counsel and following the basic check list below.

- ✓ Conduct an audit of personally identifiable information (PII)
- ✓ Review your vendor contracts
- ✓ Develop a data security breach action plan
- ✓ Ensure you have a “lawful basis” (i.e. express individual consent) for processing personal data
- ✓ Create a policy for document and data retention and destruction

The complete GDPR regulation can be found at gdpr-info.eu/.

Knowing what you know now, what's one piece of advice you'd give your younger self planning your first event?

Amy: Have fun with it. Your energy will affect the experience of those around you.

Courtney: I recently saw a quotation from Hope Taitz, CEO and Managing Partner of ELY Capital, that resonated with me. She said, “You're going to make mistakes. Fail quickly. Get up, cry, find that outlet, but...you have to move on.” Admittedly, I am still working on this.

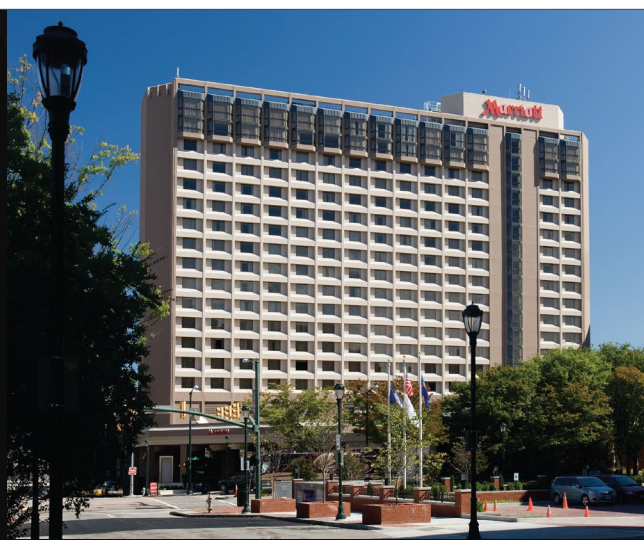
Richard: You are not an island. Utilize all resources at your fingertips – it will make life so much easier.

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RECOGNIZE YOUR PEERS

Do you know an association executive or Associate member who has gone above and beyond in service to VSAE and your association community? If so, nominate that person for one of the following four VSAE Awards of Excellence.

The **CEO Award of Excellence** is the highest award VSAE can bestow upon one of its Executive members. This award is given to an outstanding chief staff executive who has been nominated by peers in recognition of his or her leadership and achievement.

The **Association Staff Award of Excellence** gives VSAE the opportunity to recognize an outstanding association staff professional for his or her contributions to their association. Criteria for this award include high integrity, professionalism, recognition from peers, a record of success and achievement in association management, and consistent leadership and service to VSAE.

The **Associate Member Award of Excellence** allows the association community to recognize those suppliers and vendors among its membership who have distinguished themselves among their peers through their leadership qualities and professionalism.

The **Career Service Award** is presented to an individual outside of the field of association management who through hard work, pleasing personality, and dedication to his or her job, has provided exceptional service over the years to the association community. Due to the nature of this particular award, nominations may only be submitted by Executive members.

The nominations deadline is Friday, September 7, 2018. Winners will be recognized on December 7, 2018 at VSAE's Award Luncheon & Silent Auction.

To nominate someone, go to vsae.org/awards-of-excellence.

MEMBER SPOTLIGHT

Tom Witt

Engineer Director
VA Transportation Construction Alliance

What are you working on that's new and different?

We recently added new staff to represent one of the membership categories that I have represented for nearly 20 years. The change is giving me the exciting opportunity to realign priorities and provide more effective representation of our members.

What do you like most about your job?

The opportunity to work with a wide variety of people. Contractors, engineers, attorneys, and public officials are all part of what we do as an association and they bring quite a diversity of talent, interests, and experience to the table.

What is your greatest challenge at work?

Staying patient and calm when others aren't. My schooling was in engineering and I tend to prefer solutions based on facts and logic.

What's on your music playlist?

I have named my favorite playlist "10th grade." It brings me back to the late '70s and early '80s: Eagles, Chicago, Electric Light Orchestra, Styx and singer songwriters like Billy Joel, Dan Fogelberg, and even some Barry Manilow.

What sports/teams do you root for?

Any team Virginia Tech puts on the field, track, or court.

What drew you to the association industry?

Like many in the association industry, the opportunity essentially found me. While at VDOT I regularly

worked closely with my predecessor and when he left the association I was fortunate to be asked to take his position.

What advice would you give your younger self?

The "adults" that keep telling you to put a few dollars into an investment account and forget about it were right. Buy Apple stock.

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

Get my private pilot's license; travel to Australia; and take my wife to the Mediterranean.

What are you most proud of?

Qualifying for and running the Boston Marathon for the first time at age 50.

What character do you most admire in others?

Integrity.

What are your favorite apps to use?

I like to use a news aggregator called Flipboard. It allows me to efficiently catch up on the news from multiple sources. One of my "nerdy" apps is FlightRadar24. If you ever wonder where that plane overhead is going this app will tell you real time.





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The 2018 MEETING PLANNER SUMMIT

AUGUST 16–17
Colonial Williamsburg Lodge

Summit Schedule

Thursday, August 16

10:00–10:30 a.m.

Welcome & Introductions

10:30 a.m.–12:00 p.m.

**Successful Meetings Don't
Just Happen By Accident,
They Happen by Design**

12:00–1:00 p.m.

Lunch

1:00–1:30 p.m.

Break & Office Check-In

1:30–3:00 p.m.

**Roundtable Discussions
Powered by Open Space**

3:00–3:15 p.m.

Break & Office Check-In

3:15–5:00 p.m.

**An #EventProfs Guide to
Leveraging Volunteerism for
Professional Growth**

6:00–9:00 p.m.

**Networking Reception &
Dinner**

Friday, August 17

7:30–8:30 a.m.

Breakfast

8:30–9:45 a.m.

Property Tours

9:45–10:00 a.m.

Break & Office Check-In

10:00–11:15 a.m.

**Trends in Meeting Planning:
10 Tips to Help You Excel**

Do You Plan Meetings?

Held August 16 and 17 at Colonial Williamsburg Lodge, the 2018 Meeting Planner Summit is the association industry's only event specifically for professional meeting planners. Learn from experts and each other about how to be the best meeting planner you can be at the uniquely beautiful Colonial Williamsburg Lodge, an Autograph Collection Hotel.

This two-day conference, with over 6 hours of CAE approved education, includes content on the value of the meeting planner role, how to leverage volunteerism for personal and professional development, the projected outlook of the hospitality and meetings industry, and best practices and trends in meeting planning. (See sidebar for the Summit schedule.)

The content leaders include Ann Buhl, Senior Manager of Meetings, Events and Planning at the Federal Reserve Bank of Richmond; Dr. Vince Magnini, Associate Professor and Graduate Faculty at Virginia Tech's School of Hospitality & Tourism Management; Jeff Schmid, Assistant Director for Meeting Partners at UNOS; and Brandon Johnson, Director of Business Development at CI Azumano Business Travel.

There will also be roundtable discussions facilitated by Tiffany Brown, Project Assistant

- ▲ **Connect with and learn from fellow meeting planners.**
- ▲ **Know your value as a meeting planner and what you bring to your organization.**
- ▲ **Leverage your personal and professional development.**
- ▲ **Peer into the projected outlook of the hospitality industry.**
- ▲ **Learn best practices and new trends in meeting planning.**

for the Department of Forest Resources and Environmental Conservation at Virginia Tech, and time to network with fellow attendees. Bring your specific questions and challenges, and learn from the experiences of other planners who have faced similar issues.

If you plan meetings as a part of your job, then this is an event you do not want to miss.

Thank you to our host **Colonial Williamsburg Lodge**, and our sponsors **Craddock Terry Hotel & Event Center**, **Hampton Convention & Visitors Bureau**, **Norfolk Waterside Marriott**, **Omni Richmond**, **Renaissance Portsmouth-Norfolk Waterfront**, **Sheraton Norfolk Waterside**, and **Virginia Beach Convention & Visitor Bureau**.

Learn more and register at vsae.org/summit.

David Hinnant and Tracie Grady,
the 2016 and 2017 recipients of the
Virginia Business Meeting Planner
of the Year award.

**NOW ACCEPTING NOMINATIONS FOR THE 2018 VIRGINIA BUSINESS
MEETING PLANNER OF THE YEAR**

Visit vsae.org/mpofyear
to complete a nomination form.
Nominations are due by **Friday, July 27**.

The winner will be recognized at the
Virginia Society of Association Executives
FALL CONFERENCE
October 4, 2018 at the
Greater Richmond Convention Center.

Register at vsae.org/2018-fall-conference.

VIRGINIA BUSINESS
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ASSOCIATION EXECUTIVES

What Have You Done for YOU Lately?

The CAE is an Investment
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Have you considered taking the next step in your career by obtaining the **Certified Association Executive (CAE)** credential?

If you are an Executive Director or CEO, you know how complex and varied your position is. If you're not, you may wonder how you can get ready for the next step. Either way, VSAE wants to support you on the journey.

If you qualify to take the exam, or are close and want to explore it, we encourage you to participate in the VSAE CAE Study Group this fall. Past study groups have been instrumental in ensuring candidates pass the exam.

The content of the exam is comprehensive, including some areas you may not have been exposed to yet. Hearing discussion from a variety of professionals helps you understand the material and the perspective from which you need to take the exam.

The study group will begin in early September and is typically scheduled once per week for ten weeks. The application deadline for the next exam is **September 27, 2018** and the exam will be administered on **December 6, 2018**.

Invest in your future. If you are interested in participating in the study group this fall, please write **Lindsay Larkin, CAE** at linnylarkin@gmail.com.

**For more detailed information,
please visit whatiscae.org.**

CEO & SENIOR STAFF

Retreat

SEPTEMBER 17-18

The Cavalier Virginia Beach

Monday, September 17

(CEOs and Senior Staff Only)

9:30 – 10:00 a.m.

Welcome & Introductions

10:00 – 11:00 a.m.

Market Disruption: Where Innovation and Negotiation Intersect

Scott Wayne, Co-founder/Partner, Envoy

11:00 a.m. – 12:00 p.m.

The Insight Curve: A Negotiation Exercise

Scott Wayne, Co-founder/Partner, Envoy

12:00 – 1:00 p.m.

Lunch

1:00 – 1:30 p.m.

Networking Break

1:30 – 4:30 p.m.

Association Trends: A Presentation and Discussion from ASAE's 41 Drivers of Change Research

5:30 – 6:30 p.m.

Perspectives from the For-Profit World; Interviews & Cocktails with 3 Dynamic Local Business Leaders

6:30 – 10:30 p.m.

Reception, Dinner & Hospitality

Tuesday, September 18

(May Include Chief Elected Officers)

7:00 – 8:00 a.m.

Breakfast

8:00 a.m. – 12:00 p.m.

Reflections on the Horizon and in Your Association

12:00 – 1:00 p.m.

Lunch

1:00 – 4:00 p.m.

Continuation of Content From Morning

**For more details and to register, visit
VSAE.ORG/CEORETREAT**

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ASSOCIATES

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McLean

SURVEY PRIZE WINNER

Congratulations to **Trace Carson**, Senior Vice President—Association Management with the **Organization Management Group, Inc.**, who was the Annual Conference evaluation prize winner. Trace received an overnight stay at Hilton Norfolk The Main and two tickets to his choice of a Festevents event.

Be sure to send us your feedback of our events by completing the evaluation surveys that come to your email. Your feedback is important to us for planning future successful events.

EXHIBIT AT THE 2018 FALL CONFERENCE

Thursday, October 4, 2018 • Greater Richmond Convention Center

Plan now to exhibit at one of VSAE's largest events of the year. The Fall Conference attracts not only VSAE association executives, but also social, corporate, and government meeting planners.

For more information, visit vsae.org/exhibitorinfo, write Jessica at jessica@vsae.org, or call her at (804) 249-2244.

Front Entrance Booths

Members: \$1030
Non-members: \$1140

Corner/Premium Booths

Members: \$980
Non-members: \$1090

Aisle Booths

Members: \$930
Non-members: \$1040

BOAR'S HEAD RESORT

we'd ♥ to meet with you!



NEWLY RENOVATED MAIN INN & RESTAURANT

With 170 rooms plus 22,000 square feet of meeting space, the possibilities are endless. October of 2018 will also bring a fully renovated Mill Room Restaurant and Main Inn experience. Call (434) 977-2227 or meet@BoarsHeadResort.com



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BoarsHeadResort.com

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Valley Conference Center
Norfolk Waterside Marriott
The Omni Homestead Resort
Sheraton Norfolk Waterside Hotel

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& Conference Center
Visit Virginia's Blue Ridge
Wyndham Virginia Beach Oceanfront

PARTNER HIGHLIGHT:

OMNI RESORTS the homestead

TAKE YOUR MEETING SOMEWHERE UNEXPECTED

A location steeped in tradition. Mountain views as inspiring as they are breathtaking. Hospitality so genuine, it seems woven into each associate's DNA. Flavorful culinary options to please the most discriminating of palates. Experiences and adventures which challenge and delight. All of this and more is what makes The Omni Homestead Resort a destination unlike any other.

Located on 2,300 acres in the scenic Allegheny Mountains, this iconic destination features 100,000 square feet of indoor and outdoor function space. Meeting space includes the 13,485 square foot Grand Ballroom and the 10,368 square foot Regency Ballroom. Each can be configured to host parties from 10 to 1,200 guests. Known as America's First Resort, The Homestead celebrated its 250th anniversary in 2016.

Whether an association annual meeting, corporate retreat, or rewarding incentive trip, The Homestead offers the facilities and amenities to create a successful and memorable event. Innovative teambuilding exercises such as Omni Top Shot, Catapult to Success, and the Ultimate Relay Race provide a fun way to energize any group gathering. Many of these custom programs are created from the resort's existing recreational activities such as golf, shooting club, fly fishing, Segway tours, falconry, and skiing. The Homestead is also excited now to have the Ridge Runner Zip Tour and Red Tail Racer. Thrill seekers will love this new zip line adventure.

During free time, groups can treat the mind, body, and senses to a rejuvenating experience with The Omni Homestead Resort's comprehensive wellness services. From the award-winning spa, to the premium and full-service fitness center, to the all-natural mineral springs and sparkling pools, these amenities



are designed to promote healthy habits and re-energize.

BOOK A GROUP. HELP FEED AMERICA.

Join in a partnership with Feeding America to end the plight of hunger. Over 48 million Americans struggle with putting food on the table. Planning an event with Omni now comes with the added opportunity to make a difference.

For all group rooms booked at The Omni Homestead Resort in the future, regardless

of how the reservation is made, Omni will contribute one meal per room night.

You not only get a sensational meeting, but also, you can help make a meaningful difference in the local community.

CONTACT:

For more information or to begin planning your upcoming meeting or event, contact The Omni Homestead Sales Team at (888) 796-5838 or meet@thehomestead.com.

OMNI

SAY GOODNIGHT TO HUNGER

BOOK A GROUP. HELP FEED AMERICA.

For all group rooms booked, regardless of how the reservation is made,
we will contribute one meal per room night.

You not only get a sensational meeting at The Omni Homestead Resort, but also,
you can help us make a meaningful difference in our local communities.

540-839-7753 OMNI HOTELS & RESORTS THEHOMESTEAD.COM

AROUND THE COMMONWEALTH



The **Hotel Roanoke & Conference Center**, **Curio Collection by Hilton** and The Regency Room restaurant at the historic property, have been awarded the esteemed AAA Four Diamond Designation Rating for lodging and restaurants.

Members of the **Independent Insurance Agents of Virginia** raised \$14,445 for the 2018 Walk For Wishes and had a team of 25 to benefit the Central Virginia Make-A-Wish organization. The team

finished second for total funds raised out of 76 teams.

Kirkley Hotel and Conference Center has become a part of Wyndham Hotels & Resorts and is now **Kirkley Hotel, A Trademark Collection Hotel**.

Sonya N. Williams has formed her own association business consulting firm, Williams and Associate. She will specialize in corporate administrative consulting and corporate meetings and incentives. Visit her website at williamsandassociate.com.



HEALTH CARE CORNER

In March of this year, the IRS lowered the Health Savings Account "HSA" contribution limit for individuals with family coverage from \$6,900 to \$6,850. Thankfully, the IRS recently announced it has reversed that decision and will now allow family based account holders to contribute up to the original contribution limit of \$6,900.

Monty Dise | (804) 423-7700 | mdise@apgroupinc.com

NETWORK WITH FELLOW ASSOCIATION EXECUTIVES AT ASAE'S ANNUAL MEETING & EXPOSITION

If you will be at ASAE's Annual Meeting & Exposition in Chicago in August (see ad below), please plan to join your colleagues from VSAE and from other states for an attendee reception on **Monday, August 20**, before The Classic. Drop by for the opportunity to connect with your Southern SAE peers and industry partners over munchies and your choice of beer and wine selections.

RSVP at vsae.org/asaereception.



Take a Closer Look

Get focused at the 2018 ASAE Annual Meeting & Exposition with thousands of association professionals and partners who will help you hone in on resources, strategies, and solutions that help you set your sight on success.

Register by July 18 to save!
asaecenter.org/AnnualMeeting

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Published by the Virginia Society
of Association Executives

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Lorraine Meade
Content, layout, and design

Art and Editorial Deadline
for the August Issue
July 20

Advertising Space
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