

HOLIDAY AWARDS LUNCHEON & SILENT AUCTION

December 7, 2018 | Hilton Richmond Hotel & Spa at Short Pump

VSAE's Most Popular Event!

Join VSAE on Friday, December 7 at the **Hilton Richmond Hotel & Spa at Short Pump** for VSAE's most popular annual event, the **Holiday Awards Luncheon & Silent Auction**. Register now to see who will be recognized with the coveted VSAE 2018 Awards of Excellence. These awards will honor four individuals who have been chosen for going above and beyond in or in service to the association industry.

Kick off the season by doing some holiday shopping at the always popular Silent Auction, where you can bid on over 100 donated items, including gift baskets, event tickets, luxurious getaways, rounds of golf, and so much more. (Check out the current list of companies and individuals who have made a donation to the Silent Auction on page 4 of this newsletter.)

It is also a time to participate in this season of giving by donating an item to the Silent Auction. When you donate, you will be doing

your part in supporting VSAE's education program and this year's local charity, **Jacob's Chance**, selected by VSAE's Community Service Committee.

Jacob's Chance is a not-for-profit organization that is dedicated to promoting wellness for youth and young adults ages 5-30 with special needs through athletic programs, social experiences, exercise, education, volunteerism, and skills training. Jacob's Chance is unique in that participation is open to all individuals regardless of diagnosis and is free of charge. Programs are operated with a focus on inclusion where volunteers without disabilities play alongside those with different abilities.

If you are unable to submit an item, but still want to make a difference, please consider making a cash donation to the Silent Auction Fund. To learn more and to register, visit vsae.org/awardluncheon.



Tips for the HR Department of One (or None)

Here's the current reality: only one in five associations in the U.S. has a dedicated HR professional on staff. That means most of us have to navigate the world of hiring, engaging, developing, and retaining talent on our

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NEXT EVENT

HOLIDAY AWARDS LUNCHEON & SILENT AUCTION

Friday, December 7

*Hilton Richmond Hotel
& Spa at Short Pump*

SCHEDULE

10:00 a.m.

Registration, Hosted Reception
& Silent Auction

11:45 a.m.

Luncheon, Live Auction,
and Awards Ceremony

Register at
vsae.org/awardluncheon

UPCOMING EVENTS

CEO & SENIOR STAFF RETREAT

December 10-11

The Cavalier Virginia Beach
vsae.org/ceoretreat

VIRGINIA POLITICAL OUTLOOK 2019

January 4

Omni Richmond Hotel

SIG: SENIOR STAFF

January 11

Virginia Bankers Association

SEMINAR SERIES

WITH LUNCH

February 1

Hilton Richmond Downtown

See all events at
vsae.org



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The Tides Inn
Virginia Beach Resort Hotel
& Conference Center
Visit Virginia's Blue Ridge
Wyndham Virginia Beach Oceanfront

MEMBER SPOTLIGHT

Jeannie Alcott

Executive Director
Richmond Society of Human Resource Management

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

We are collaborating with Chamber RVA and SIR on Future RVA, an initiative aimed at attracting and keeping young talent in RVA.

What do you like most about your job?

The people! HR folks are the most collaborative, supportive, and hard-working people on the planet.

What is your greatest challenge at work?

Doing everything we want to do to make RVA a great place to work with limited resources.

What's on your music playlist?

I enjoy listening to the Beatles, Elton John, Motown, coffee house, and show tunes.

What advice would you give your younger self?

The days are long, but the years are short. Carpe diem.

What's a favorite family memory that has stuck with you into your adult life? Why?

My mom used to tell me when I was heading out as a teenager, "Remember who you are!" That resonates with me as a guiding principle when trying to make a difficult decision.

What is a memorable vacation you've taken?

In September I spent 10 days in Italy doing the Rome-Florence-Venice shuffle. It was an unbelievable experience with great food, amazing history, and wonderful people.

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

Visit every continent, visit every state, and sing on stage.

What character do you most admire in others?

I most admire creativity.

What sports/teams do you root for?

The University of Richmond Spiders.

How do you recharge?

Walking, reading, and cooking.

What was the last great piece of advice you received?

You have to go slow before you can go fast.

What piece of advice would you give someone new to the association world?

To those in small associations: get comfortable wearing many hats.

Would you rather be invisible or be able to read minds?

No question, I'd want to read minds. One of my favorite past times is trying to figure out what makes people tick.

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

Next on my list is New Zealand.



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Silent Auction Donors

as of November 7, 2018

The following companies and individuals have generously donated items to the VSAE Awards Luncheon & Silent Auction. To view what they have donated (or to donate something yourself), please visit vsae.org/awardluncheon.

ACG National Capital	Greenbrier Country Club	Retail Alliance
American Council of Engineering Companies of Virginia	Hampton Convention & Visitor Bureau	Richmond Region Tourism
Association of Consulting Foresters	Hilton Richmond Downtown	Sanderling Resort
Bill Baxter—Lifetime Member	Hilton Virginia Beach Oceanfront	Sheraton Virginia Beach Oceanfront Hotel
Boar's Head Resort	Hotel Madison & Shenandoah Valley Conference Center	The Tides Inn
Colonial Williamsburg Hotels	The Inn at Virginia Tech & Skelton Conference Center	Town Point Club
Craddock Terry Hotel	James River Transportation	VA Association of Counties
The Cavalier	Kirkley Hotel	VA Petroleum, Convenience & Grocery Association
Delta Hotels by Marriott Chesapeake	Linden Row Inn	VA Society of CPAs
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The Founders Inn & Spa	Pets at Play	Visit Williamsburg
Great Wolf Lodge	Pinehurst	Westin Virginia Beach Town Center
Greater Richmond Convention Center	Powell Kohne Associates, LLC	Wintergreen Resort
The Greenbrier	Quirk Hotel	Wyndham Virginia Beach
	Reniassance Portsmouth-Norfolk Waterfront Hotel	

SIG NEWS

Senior Staff

The Senior Staff SIG is comprised of association executives serving in a leadership role within their organization. We meet quarterly and focus on areas of interest and/or concern for those in the group. Our meetings are largely discussion based and we almost always have more to discuss than time to do so. If you've not attended, we not only welcome you to join us, but encourage you to do so!

Our topics for the upcoming year are as follows:

January

Book Discussion: Cultural Shifts/Transitions Within an Organization

March

Additional Non-Dues Revenue Opportunities

May

VSAE Annual Conference Recap and Takeaways

Dates and locations for each SIG will be available on the Events Calendar at vsae.org as they are scheduled. For more information, please contact **Carter Lyons** at clyons@iiaav.com.

VSAE's Shared Interest Groups (SIGs) provide members with another layer of professional development, foster peer-to-peer relationships, and encourage information exchanges.

To learn more about VSAE's SIGs, visit

vsae.org/shared-interest-groups.

ASSOCIATION: A group of people organized for a joint purpose.



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5 Ways Technology Is Disrupting the HR Department

In the people-focused HR field, technology sometimes gets short shrift. But recent reports show that tech innovation holds a lot of promise for boosting recruitment and talent management and enhancing the way HR professionals work.

The world of human resources deals mostly in, well, humans. But technology can inform the approach that employers, including associations, take to solving human problems. In fact, it's arguable that HR might be a technology driver within an organization.

Recent reports are revealing how tech has been redefining the world of HR:

1 HR tools are a defining cloud use case. Human resources tools often get short shrift in cloud conversations, which tend to focus on tools for content management and data security. But a recent report from Netskope® found that HR-related cloud-based applications were the most used by organizations as a whole (139 of the 1,181 total cloud apps used at an average organization were HR-related). Among the most popular cloud-based apps are SuccessFactors, Ultimate Software, and Workday. According to a PricewaterhouseCoopers survey, 73% of HR departments are relying on cloud tools.

2 HR could benefit from the blockchain. The concept of distributed ledgers, associated with cryptocurrency, is drawing interest in industries as far afield as trucking, and human resources may be in the same category. The blockchain publication *Distributed* notes that the blockchain could be used to prevent credential fraud—i.e., the misrepresentation of a person's work history or academic record on a resume. It could also assist in making freelance work more trustworthy.

3 More data can help HR professionals spot potential problems. While HR professionals are trained to see and fix problems as soon as possible, the right data might enable them to catch issues they might not see otherwise. At *Employee Benefit News*, writer Jordan Birnbaum notes that data can help patch holes in human resources coverage. "This data offers an incredible advantage: Clarity around the actual challenges that need to be addressed, not just the theoretical ones," writes Birnbaum, who adds that combining data with behavioral economics, or the concept of tying decision-making to human behavior, could help strengthen an HR department's work.

4 Artificial intelligence could inform recruiting techniques. From a distance, AI seems like an unlikely disruptor of the HR department, but as *Associations Now* noted in a recent post, there are a lot of ways it could improve HR work. In recruitment, for example, it could help automate processes for finding and targeting new potential employees. "Many of the most tedious, cumbersome, and time-consuming processes are gradually being automated, which means recruiting teams are getting the opportunity to be more strategic

than ever before," Entelo's Britt Ryan recently explained in a blog post.

5 Tech is giving HR professionals a view of the big picture. Talent management is a key part of a HR pro's job, but often the tech tools used in this work have focused on the individual over the broader organization. A recent Deloitte report on 2018 technology disruptions finds that the trend of talent management software is quickly moving into the team management realm, with organizational needs driving the push. "In this new world, people may have multiple managers, work on multiple projects at once, and often 'lend' or 'sell' their time to others in the organization," HR Technology Disruptions for 2018 [PDF] states. "Traditional talent management software was not designed for this world."

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ABOUT THE AUTHOR

Ernie Smith is a social media journalist for *Associations Now*, a former newspaper guy, and a man who is dangerous when armed with a good pun. He can be reached at ernie.smith@manifest.com



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own while protecting our organizations from risk. Sound easy? Definitely not, but with ongoing education, creative use of resources, and laser-like focus on this critical function, any association can master HR.

Let's talk talent (that's HR-speak for employees). By now, we're all aware that there's a 'war for talent'. With record-low levels of unemployment (and near-zero levels in some sectors like nursing and accounting), managers in all industries are faced with extreme challenges when it comes to staffing. In this fiercely competitive environment, how do we as associations compete? With compensation? Doubtful. With benefits? Yes. Creative and flexible benefits that allow for a greater work-life balance are increasingly cited as "must haves" for today's job seekers. ASAE's recent Association Compensation & Benefits Study revealed that 75% of associations offer some type of flexible work schedules, over 50% allow telecommuting, and 40% offer education and tuition assistance. If you don't offer this type of benefit, you may be limiting your pool of talent.

Thinking Outside the Box

The traditional direct hire model may also hinder your opportunities to find the best talent. Deloitte's 2018 Global Human Capital Trends report revealed that over 40% of workers in the U.S. are employed in some type of "alternative work arrangement" which includes contingent, part-time, and gig work. In the past five years, use of these alternative arrangements has increased 36% and continues to grow. Thinking 'outside the box' when building your team can yield big results and may reduce your overall labor costs.

Retaining Talent

What are best practices for retaining talent? As discussed, creative benefits and flexible work arrangements are key but many drivers of retention are intangible. Given the rapidly changing workforce demographics we face, associations must maintain diverse, inclusive workplaces and build positive work cultures to retain the best people. Respect is a big part of building a positive culture. Sixty-five



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percent of respondents to a 2017 Society for Human Resource Management (SHRM) survey said that respectful treatment of all employees at all levels of the organization is critical for job satisfaction and ultimately employee retention. Asking employees for their feedback is the best way to gauge the health of the employee/employer relationship. You can conduct employee surveys, host focus groups, and create committees to get valuable input. Once you have the feedback, it's important to take action. Involve employees in collaborative problem solving if issues are uncovered in the surveys or focus groups.

Outsourcing

Remember that while you need to keep an ongoing focus on HR, you certainly don't need to do everything in-house. There are vast resources available to help you with your HR needs. Gartner reports that about 80% of all companies outsource at least

one HR activity. Consultants offer a myriad of services, and employment lawyers will ensure your association stays in compliance with federal, state, and local employment laws. SHRM offers an HR hotline, member forums, and toolkits with everything from the best interview questions, sample employee handbooks, and job descriptions to legal compliance, workplace wellness trends, and diversity and inclusion best practices (shrm.org). Joining the local chapter of SHRM links you to similar organizations in your area plus gives you access to relevant HR education. (richmondshrm.org).

ABOUT THE AUTHOR



Jeannie Alcott is Executive Director of the Greater Richmond Society for Human Resource Management. She can be reached at jalcott@richmondshrm.org.

Joining VSAE has been one of the best professional decisions I have made; it has given me countless opportunities to learn and grow. Those opportunities are both formal (such as the monthly seminar series, Annual and Fall Conferences, etc.) and informal (such as connections with other professionals), but all incredibly valuable.

Carter Hope Lyons, CAE
Independent Insurance Agents of Virginia

How Does Your VSAE Membership Benefit You?

Association management isn't easy to explain so it's comforting to attend VSAE functions with pros who understand my world. After 36 years of active membership in VSAE, I still get energized learning from my peers. VSAE feeds my fire to never stop learning.

Bob Ramsey, CAE
Virginia College of Emergency Physicians

As a Certified Association Executive, VSAE is instrumental in providing me with the affordable, high quality education I need to maintain the CAE credential.

Jan Morehead, CAE
Virginia Transportation Construction Alliance

Being able to call on industry peers for help, who understand your work world, is invaluable. Not to mention all the great relationships I've formed through the years by attending VSAE events.

Katharine Garner, CMP
Virginia Association of Community Banks

VSAE connects me with my peers and remains a valuable resource. I've benefited from the education, networking opportunities, and the career center when we have open positions.

Jennifer Gavin
United Network for Organ Sharing

Membership invoices were sent out the first week of November. Please pay by December 31 to prevent a lapse in membership. If you have coworkers or colleagues who want to know how membership in VSAE can help them grow professionally and personally, have them visit vsae.org/services-benefits.

To learn more, contact Rick at (804) 249-2233 or rick@vsae.org.

AROUND THE COMMONWEALTH



Congratulations to **Elizabeth Buhl**, Events and Communications Coordinator for the **Virginia Forestry Association**, who received the "Young Professional Award" during the 2017-2018 MPI Virginia's Annual Award Ceremony. This award recognizes an individual 40 years of age or younger with 5 or fewer years of professional experience that has made outstanding contributions to the meetings and events industry. The winner of the Young Professional Award will be also be nominated for the 2019 MPI RISE Awards.

Congratulations to **Craddock Terry Hotel & Event Center**, **The Jefferson Hotel**, and **Quirk Hotel** for being named *Conde Nast Travelers'* Top Hotels in the South.

Rich Chandler and **Tracie Grady** of **Exhibits, Inc.** are proud to announce, as of November 15, 2018, they have acquired Dunmar Exhibit Services. Exhibits, Inc. looks forward to building new client relationships with Dunmar's clients as well as continuing to cultivate current client relationships and opportunities for future business.

Mary Kelly, CMP is back with Goldkey/PHR as the Senior Sales Manager for the new **Marriott Virginia Beach Oceanfront** and **The Cavalier Historic Hotel**, handling association sales for both properties.

WELCOME NEW MEMBERS

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In early October the Justice Department approved the nearly \$70 billion merger between CVS and Aetna. This merger could impact where consumers get their care, how they get their prescription drugs, and their freedom of choice. Many believe this merger will streamline care and drive down costs, time will tell. As a licensed agent of Aetna I will be receiving regular updates, so please contact me with any questions.

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

SURVEY PRIZE WINNER

Congratulations to **Suzanne Welsh-Agnew**, Membership Operations Specialist for **Medical Society of Virginia**, who was the Fall Conference evaluation prize winner. Suzanne received a Seminar Series Pass good for any VSAE Seminar Series in 2019.

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.



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