



Learn how to perfect it and more at our next **Seminar Series with Lunch** on Friday, November 1, at the **DoubleTree by Hilton Richmond-Midlothian**.

In this seminar, “**Telling Your Association Story**,” public relations professional Jeff Kelley of Kelley Communications will help you navigate and master your organization’s public message. You will learn four key aspects of public relations: Storytelling, Elevator Pitches, the Art of Persuasion, and Media Kits. In each segment, enjoy an energizing,

hands-on workshop and robust group discussion. During his luncheon presentation, “**Turn Your Association into a News Engine**”, this former business and technology reporter for the *Richmond Times-Dispatch* will focus on how to identify and tell your association’s great story.

Register today at vsae.org.



VIRGINIA SOCIETY OF ASSOCIATION EXECUTIVES’ **FALL CONFERENCE WAS A GRAND SUCCESS!**

Nearly 150 association executives and meeting planners attended this year’s Fall Conference, held at the **Greater Richmond Convention Center** and **Hilton Richmond Downtown** on October 2 & 3. New this year was a well-received Wednesday afternoon workshop on tactics for better engagement from sponsors, exhibitors, and advertisers, followed by the evening networking reception.

Thursday morning keynote speaker Karen McCullough started the day with laughter and insight with her presentation, “Beyond The Brand—Putting People First,” emphasizing how engaged employees are critical to the success of your organization.

Other sessions included building a digital marketing strategy, coaching your speakers and volunteers, managing employee pay, keeping up with the pace of change, and the importance of manners in business success. Additional sessions increased the overall CAE hours to 6.25.

The tradeshow featured over 60 exhibitors drawing attendees to their booths with everything from artist portraits using a sewing machine from Richmond Region Tourism, Penny Loafer the dog from Craddock Terry Hotel, a life-size game of Clue from Visit Fairfax, s’mores from Chesapeake, and beer samples from Colonial Williamsburg.

continued on page 4 >

DON'T MISS IT!

SEMINAR SERIES WITH LUNCH

November 1

DoubleTree by Hilton —
Richmond Midlothian

CONTENT LEADER

Jeff Kelley

SCHEDULE

Registration..... 8:00 a.m.

Seminar..... 8:30–11:00 a.m.

TELLING YOUR ASSOCIATION STORY

Reception..... 11:00–11:45 a.m.

Luncheon..... 11:45 a.m.–1:15 p.m.

TURN YOUR ASSOCIATION INTO A NEWS ENGINE

**Register at
vsae.org/seminar-series**

UPCOMING EVENTS

COMMUNITY SERVICE PROJECT: HOMES

October 16

3215 Enslow Avenue, Henrico

MEETING PLANNER SIG MEETING

October 25

Your Choice — It's Virtual!

CEO SIG MEETING

October 31

VSCPA Office

SENIOR STAFF SIG MEETING

November 6

VHHA Office

AWARDS LUNCHEON & SILENT AUCTION

December 6

Hilton Richmond Hotel
& Spa—Short Pump

**Check out all events at
vsae.org/calendar**



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VSAE Announces the 2019 Awards of Excellence Recipients

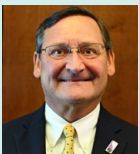
The VSAE's Awards Committee is pleased to announce this year's recipients of the highly coveted Awards of Excellence. The recipients will be recognized at the **Awards Luncheon & Silent Auction** to be held on Friday, December 6, at the **Hilton Richmond Hotel & Spa at Short Pump**. Mark your calendars—this is an event you will not want to miss!

ASSOCIATE



Mary Kelly
Senior Sales Manager
Marriott Virginia Beach
Oceanfront

CAREER SERVICE



Mark Yardis
Vice President of Operations
Shamin Hotels

CEO



Scot McRoberts
Executive Director
VA Council of CEOs

STAFF



Courtney Fleming
Senior Vice President of
Education & Training
VA Bankers Association

Leadership reflections



Sonnja Montemayor, CAE
Deputy Executive Director

You may have seen the recent story in the news of 6-year old Vivian Lord from Arkansas who asks toymaker, Jeff Imel, "Why do you not make girl army men? ... I would play with them every day and my friends would too!" Well good news, "It is happening!" according to the manufacturer. BMC Toys will make the much-needed toys in time for the 2020 holiday season.

I like this story a lot. It's a good reminder to me that no matter who we are, we all want to be the hero of our own story. Although my own personal narrative doesn't exactly call for a swashbuckling hero that saves the day. Instead, it's a little more mundane. Something along the lines of everyday association leader doing good work in daily association life. It doesn't matter if we are leaders on the battlefield, leaders within the board room, or leaders within our own departments, we are all actively contributing to the success of the organization's mission. Whoever we are and wherever we are, we are all leaders. Our ideas, our work, our contributions, and most importantly, our presence make a difference.

Facebook COO, Sheryl Sandberg, has said "Leadership is about making others better as

Leadership. It is happening!

a result of your presence and making sure that impact lasts in your absence." VSAE needs you to make our organization succeed. The strength of our association lies in its diversity. Diversity of thought, experience, skills, and knowledge. We are stronger and better together when we all have a seat at the VSAE table, and all our voices are heard.

I congratulate the 20 members who have joined VSAE's 2020 leadership program, Association Leadership Virginia. I look forward to their contributions to VSAE and to our industry. To everyone else, I encourage you to consider committee service, serving as a mentor, sharing your knowledge by becoming a content leader or writing an article, and of course serving on the Board of Directors (more information on this coming next month).

What do you see in VSAE's future? Would you like to be part of the team that makes that happen? Your spot at the table is already open and waiting for you to pull up a seat. Let your voice be heard because your ideas matter. Consider yourself an extraordinary association leader tasked with a mission to help VSAE be the best at making associations the best.



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Breakfast

Evening
Reception



Our Embassy Suites by Hilton Hampton Hotel & Convention Center provides premium accommodations in Hampton, Virginia. Situated at the Intersection of I-64 and I-664 in Hampton, and close to both the Norfolk International Airport and the Newport News/Williamsburg International Airport, our hotel provides easy access to excellent Virginia attractions. We are the quality choice for your next event.

Contact Erin Eissens to start planning!

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Erin.Eissens@AtriumHospitality.com

THANK YOU!

Thank you to the hosts, exhibitors, sponsors, attendees, and content leaders for making the 2019 Fall Conference a **SUCCESS!**

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Jon Kinsella
Karen McCullough, CSP
Carrie McIntyre



VIRGINIA SOCIETY OF ASSOCIATION EXECUTIVES' FALL CONFERENCE



continued from page 1 >

There were also exhibitors with community service in mind: a team of “optometrists” from Virginia Beach collected eye glasses, Operation Gratitude took place at the Visit Virginia’s Blue Ridge booth where goodie bags were stuffed and cards were signed for those who serve in the armed forces, and nearly \$3,500 was donated to the Richmond Area Bicycling Association Foundation for their Bikes for Kids program, which allows children who are less fortunate in our community to receive bikes for Christmas.

Congratulations to **Robyn Bolton**, Director of Safety & Member Services of the **Virginia Trucking Association** (pictured above on the left), who was the winner of the Tradeshow Passport Grand Prize—a luxurious Loudoun Weekend Getaway, compliments of **Visit Loudoun** and partners. The prize was presented by Hannah Oliver, Tour and Travel Sales Manager of **Visit Loudoun** (also pictured above).

Thank you to all who participated!



BOARD SERVICE NOMINATIONS

The VSAE Nominating Committee will soon be accepting nominations for the 2020-2021 Board of Directors. The Board, comprised of 15 directors, helps set the strategic direction of VSAE.

The committee is looking for candidates who want to give back to the association community and have input in the future direction of VSAE.

If you meet the qualifications to serve (member in good standing for 2 years or more, attends VSAE events regularly, and has served on a committee or task force), you are encouraged to apply.

Information on completing a candidate form coming soon. Nominations open **November 15**.

If you have any questions, contact **Sonnja Montemayor, CAE** at (804) 249-2234 or sonnja@vsaе.org.

2020 MEMBER DUES

Renewal notices for 2020 VSAE member dues will be going out in the coming weeks. The Board has approved a minimal increase for 2020 across all VSAE memberships. Below are the new membership dues rates, effective January 1, 2020.

EXECUTIVE

1-2.....	\$345
3+	\$175
Non-Resident.....	\$295

ASSOCIATE

1-2.....	\$550
3+	\$290

SEMI-RETIRED

1.....	\$ 75
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MEMBER SPOTLIGHT

Carter Iseman

Director of Training and Workforce Development
Virginia Asphalt Association



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

The largest responsibility in my job role is oversight of the Virginia Education Center for Asphalt Technology (VECAT) program. This program is unique in that it is the first of its kind where government, education, and industry have come together as one to train workforce members. VECAT will soon add three more certification classes and an asphalt academy that is focused on attracting and educating new workers to the industry.

What do you like most about your job?

When VECAT was implemented in 2015, it provided an open slate for creativity and teamwork in creating training and development programs for the Virginia asphalt industry. I have enjoyed meeting many different people in a wide variety of job roles. I came from an agriculture background, so learning the ins and outs of the asphalt industry has also been interesting and challenging.

What's the most important lesson you've learned in the last 3 years?

To make my own decisions and to stick to those decisions regardless of what others might say or think.

What do you enjoy doing while away from work?

I live on a small horse farm, so all my time away from the office is spent tending to the farm and caring for and riding my four horses which are a mix of foxhunters and show horses. I have managed to collect a gaggle of 5 very independent-minded

dachshunds, so they also demand their own playtime. Aside from these two activities, I enjoy traveling to visit friends and occasionally a good margarita!

What trait do you most admire in others?

I admire loyalty—knowing someone has your back under any circumstance is a priceless gift for which I will return in spades. Beyond this, someone who speaks to the point and has a sense of humor is generally the type of person that I gravitate toward.

How do you recharge?

Either a good nap, a good book, or a long ride through the countryside with horses and friends.

What are you most proud of?

I am most proud of the fact that thus far in my life, I have managed to be financially independent and have achieved most of my life goals on my own.

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

Network as much as you can to learn who your resources are and how you can partner with them to further both common and unique goals.

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Reflections on VSAE's CEO & Senior Staff Retreat

Association management can sometimes seem like Groundhog Day, as experienced by the cynical weatherman played by Bill Murray in the 1993 film where “events are or appear to be continually repeated.” It’s much easier to do the same thing this year that we did last year. But times change and we must too. The importance of being a lifetime learner has never been greater because we live in the most competitive time in history, not to mention a world of threats and political chaos. We’re challenged to find our edge to win our members’ attention and time.

Forty CEOs, senior staff, and sponsors set aside time to find their edge and learn how to be better leaders while enjoying the mountains of West Virginia at the CEO & Senior Staff Retreat, hosted by the beautiful Greenbrier, whose staff couldn’t have been more hospitable and attentive. The two-day workshop featured three content leaders focusing on leadership techniques we can apply right now. Several supplier partners commented on how valuable the smaller, more intimate environment was in meeting with their customers and future customers. Some of our takeaways were:

- Think how differently these “teams” achieve their end goal: golf, basketball, and crew.
- Understand and focus on doing well those things you can control.
- Watch out for the tyranny of the urgent as well as silent expectations that are not met.
- Seek others who are doing well what you want to do.
- Creative innovation is needed now more than ever.
- Mature businesses are often in decline or flat. They must learn from the environmental forces through constant awareness and adapt their strengths to new competitive methods. Or fail.
- Understand what is important to existing and potential members.
- Aesthetic experiences – establish a set of underlying principles that will guide and



Retreat attendees were treated to a falconry demonstration, then met an owl before experiencing dinner at Howard's Creek Lodge, a unique option for conferences and dining events. The Lodge is a white oak log structure originally a double-pen barn built in 1840. Another bonus of this event is learning about the amenity options of the venue.

ultimately deliver and exceed the expected experience.

- Articulate your association’s purpose in a language all understand; avoid jargon or lingo.
- Find and fill an unmet need of your audience. Make that your competitive advantage.
- A single stone can start a ripple.
- Seek to recognize forces of change; be innovative to make improvements to what your organization does best.
- Check out Periscope Live Video – (Apple only).
- Inspire those around you and celebrate their success.

I learned at an earlier CEO & Senior Staff Retreat to adjust our focus to telling more stories about our members. That takeaway has really helped my association grow and flourish. Taking time to read, listen, learn, and lead can be daunting and time consuming, but it is critical to preventing Groundhog Day from happening in today’s association world.

The CEO & Senior Staff Retreat wouldn’t have been possible without our host, The Greenbrier, our audio visual partner, James River Audio Visual Services, and the following sponsors: Colonial Williamsburg Hotels, Hilton Norfolk The Main, Hilton Virginia Beach Oceanfront, Lynchburg CVB, Kingsmill Resort, The Omni Homestead, Omni Hotel Charlottesville, Sheraton Norfolk Waterside Hotel, Virginia Beach CVB, and VisitNorfolk. Thank you.

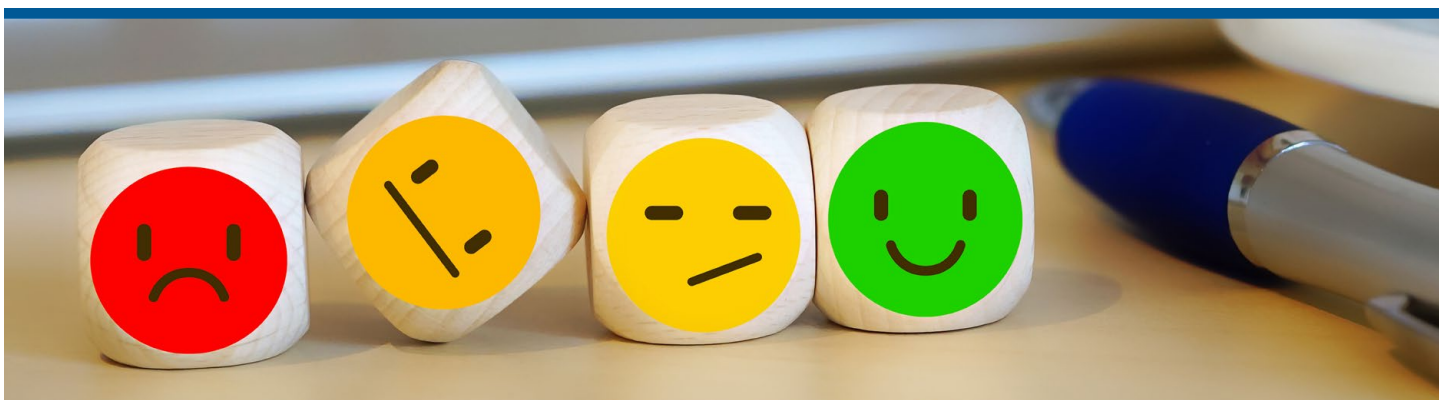
ABOUT THE AUTHORS



Bob Ramsey, CAE is the soon to be retired Executive Director of the **Virginia College of Emergency Physicians**. He can be reached at bob@vacep.com.



Kurt Krause is President & CEO of **VisitNorfolk**. He can be reached at kkrause@visitnorfolktoday.com.



Why Giving Feedback May Not Be Enough

Leaders are encouraged to deliver feedback when they should dispense advice, researchers say. The hard part: being the kind of leader people trust to come to for advice.

The performance review is a problematic thing. At best, it's a necessary evil (you have to build compensation decisions around something); at worst, it's a constricting once-a-year evaluations that feel like busywork for leader and employee alike.

Luckily, many organizations—including associations—are taking more sophisticated approaches to reviews, making them more iterative and more considerate of professional development needs. But leaders can be hesitant to deliver regular feedback to employees—which, in turn, can make employees hesitant to solicit it.

Part of the problem may be embedded in that word: feedback. A group of Harvard Business School researchers recently explored whether there's a distinction between asking for "feedback" or "advice." And it turns out there's quite a bit. In a summary of their research for *Harvard Business Review*, they wrote that in an exercise involving a job application letter, "those who provided feedback tended to give vague, generally praising comments.... However, when asked to give advice on the same application letter, people offered more critical and actionable input."

What makes feedback so different from advice? The two words aren't strictly synonymous. The researchers explain that the former implies broader evaluation, which leads to more general and holistic comments. But when it comes to advice, "people focus less on evaluation and more on possible future

"If you ask someone for advice, they will be more likely to think forward to future opportunities to improve."

actions.... If you ask someone for advice, they will be more likely to think forward to future opportunities to improve rather than backwards to the things you have done, which you can no longer change."

The English major in me finds this research appealing, but I do think it has powerful implications for how association execs can lead their teams. A lack of specificity about goals can be demoralizing in an organization, and leaders always do well to create contexts where they can be specific. "One of the weakest areas of leadership in every organization—and this is across industries, not just associations—is the ability to define success with precision," association consultant Jamie Notter told me earlier this year. An advice-oriented mindset—one where a leader is focused on the future and shares details about it—can provide that precision.

There's a catch, though, that's related to organizational culture. Feedback is the sort of thing a boss or a teacher gives you; advice is the sort of thing you get from a friend or a confidante. So if you want to position yourself as an advice giver and not just a deliverer of feedback, you may have to step up your game to be the kind of leader people trust enough to ask for advice. The Harvard researchers don't have specific guidance to offer on that point, but experts have noted that success often starts with a leader making a conscious

effort to better understand their employees' communication styles.

You may learn, in that process, that feedback isn't necessarily a bad thing. Newer employees, or those who find specific criticisms demotivating (at least at first), can benefit from more general feedback, the Harvard researchers point out. But the advice-giving mindset is a helpful one to cultivate. It compels you as a leader to think about what your organization's overall goals are and how you might frame that as specific gaps to be addressed, and it trains you to think about the communication styles of the people you lead. And that, in itself, can help make performance evaluations better than the tick-box exercises that everybody is probably complaining about—including your employees.

This article originally appeared on AssociationsNow.com. Reprinted with permission. Copyright ASAE: The Center for Association Leadership (September 2019), Washington, DC.

ABOUT THE AUTHOR



Mark Athitakis is a contributing editor for *Associations Now*, and has written on nonprofits, the arts, and leadership for a variety of publications. He is a coauthor of *The Dumbest Moments in Business History* and hopes you never qualify for the sequel.

He can be reached at mathitakis@asaecenter.org

5 Ways Middle Managers Power Your Success

Your mid-level managers are the fuel that keeps your organization running at full steam and turns leadership's strategic vision into operational reality. Make sure you're supporting their ability to power your team.

When you hear the phrase "business leader," who do you think of? Maybe Elon Musk or Sheryl Sandberg or Mark Zuckerberg comes to mind. Or if you're a bit older, Jack Welch or Carly Fiorina. Leaders like these are seen as the rock stars of the business world, the visionaries who come up with innovative ideas and new strategies to crush the competition.

You probably don't think of a middle manager as a business leader. Middle managers aren't glamorous. Their smiling faces aren't on hardcover books stacked on the front table at Barnes & Noble. But I've got news for you: Managers are those anonymous people who are getting things done. When given the right tools, mid-level leaders have a major impact on your team. Here's how.

1 Managers are motivators. It turns out that managers are key players when it comes to employee engagement. A report by TINYpulse, a firm that helps employers improve employee retention, engagement, and

"61 percent of respondents said their companies struggle with bridging the gap between strategy and execution. This is where talented managers are the most valuable."

performance, shows that employees led by middle managers are more satisfied at work in a number of ways. These employees are less likely to say that they'd leave their jobs for a 10 percent raise. They have a better work-life balance. And they're more likely to say that the company responds positively to their feedback.

"We've found an emerging trend with managers leading the way on employee engagement initiatives," says Neal McNamara, a researcher with TINYpulse and author of the report. "This makes a lot of sense—if a talented employee leaves, it's their direct supervisor who feels that loss the most."

High-quality managers make all the difference when it comes to their team's motivation. In fact, a Gallup poll found that managers are responsible for up to 70 percent of variance in employee engagement.

2 Managers are coordinators. C-suite executives design the company's vision and strategy. Mid-level managers translate that vision into action. The work they do—ensuring everyone knows their role and meets their deadlines—won't make them famous, but good managers successfully convert the C-suite's grand scheme into business reality.

Executives are perceived as "flying above the day-to-day minutiae," McNamara says, whereas mid-level leaders are "overseeing every project their team is involved in." This is no easy task. In a survey by Stay Out Front, 61 percent of respondents said their companies struggle with bridging the gap between strategy and execution. This is where talented managers are the most valuable.

3 Managers are productivity drivers. It's because managers bridge that gap that they have a tremendous impact on productivity. Gallup found that when organizations increase the number of exceptional managers on their team and improve employee engagement, they generate corporate earnings at a rate 147 percent higher than the competition.

These results are possible because good managers create a culture of accountability and make decisions based on increasing productivity. They maintain strong professional relationships with their employees and push their teams to do better.



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4 Managers are innovators. The stereotype is that managers are defenders of the status quo, but in reality, they often have some of the best ideas. At one large telecommunications company, 80 percent of executive-designed initiatives didn't meet their goals. Compare that to 80 percent of manager-designed initiatives that succeeded, according to Harvard Business Review.

One reason companies don't get big-time results from their managers is that executives simply aren't listening. Managers are often perceived as in-the-weeds implementers rather than creative thinkers. But managers think practically, and their ideas are ready to go.

5 Managers are decision makers. Organizations that trust talented managers to tackle projects and implement strategy as they see fit will be successful. From onboarding and training through exit interviews, managers work

closely with employees at every turn. They know their team's strengths and weaknesses and know which team member fits which role best. In the long run, mid-level managers can help your organization increase employee engagement, retention, and productivity.

Fully Leveraging Middle Managers

So, what are the best ways to ensure middle managers are supported in their role?

Give them a voice in decision making. Leaders should give managers the autonomy to implement strategies and provide the technology tools needed to bring these strategies to life.

Hold regular one-on-one goal-alignment meetings. When leaders meet with their superiors frequently, transparency and communication increase and surprises are less likely to arise. This also provides a great opportunity to collect valuable feedback on a regular basis.

Provide managers with career development opportunities. Developing your talent is always important. By investing in your mid-level leaders, you show a commitment to the individual and team, as well as to the overall success of the organization.

Don't just talk the talk. Walk the walk and make sure that your middle managers are fully supported. The effects on the rest of the team will be clear.

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ABOUT THE AUTHOR

Ketti Salemme is a former employee engagement expert and senior communications manager at TINYpulse, a firm that helps employers improve employee retention, engagement, and performance. Ketti can be reached at ketti@tinypulse.com.

Announcing the 2020 Class of Association Leadership Virginia!

VSAE is proud to announce the next class of association professionals registered for Association Leadership Virginia, a year-long, cohort-style program aimed at developing leaders for the Commonwealth's association industry, designed and facilitated by Tom and Melissa Laughon, co-owners of Catch Your Limit. At the end of the program, the participants will graduate as more rounded leaders better educated to serve the association industry.

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*Independent Insurance
Agents of Virginia, Inc.*

Jennifer Boniface
*Associated General Contractors
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Lisette Carbajal
VA Health Care Association

Natasha Chernault
*American Council of Engineering
Companies of Virginia*

Alison Cockrell
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Cathy Crossfield, CAE
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Williamsburg

Christopher Jones

Authentic Business Services, LLC
Midlothian

Dawn Zimmerman

Boar's Head Resort
Charlottesville

MEMBERS ON THE MOVE

Samantha Kenny is now the Government Relations Director with **Organization Management Group** in Chesapeake.

Tim Stacer, CMP is now a Meetings Consultant for the **VA Farm Bureau Federation** in Richmond.

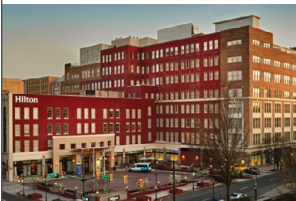
SURVEY PRIZE WINNER

Congratulations to **Ally Barbour**, Communications/Media Manager at **Independent Insurance Agents of Virginia, Inc.**, who is the September evaluation prize winner. Ally won a \$100 gift card for The Fall Line, the new restaurant opening at the **Richmond Marriott Downtown** in 2020.

Be sure to submit the evaluations that are emailed after every event you attend. Your feedback is valuable to making VSAE events successful.



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PARTNER HIGHLIGHT:

The Main is Norfolk's newest upscale hotel, dining, and meeting destination. The hotel features **THE EXCHANGE**, a world class, IACC-certified conference center located in the heart of the Mid-Atlantic, as well as three chic eateries.

Located in Downtown Norfolk at the corner of Granby and Main Streets, The Main is within walking distance to many of Norfolk's cultural attractions, trendy shopping and dining, and the Elizabeth River. The Main is also easily accessible from Norfolk International Airport (ORF), only nine miles away.

DEMANDING STANDARDS FOR THE MOST DISCERNING

Hilton Norfolk The Main features 300 exquisite guestrooms, including 11 suites, with panoramic views of the Elizabeth River. The eclectic décor and \$1 million art collection create a hotel environment unlike any other in Virginia. The Main transcends standards and delivers an unparalleled guest experience.

Amenities allow guests to conduct productive meetings with a tiered meeting room, an innovative collaboration room and two board rooms.

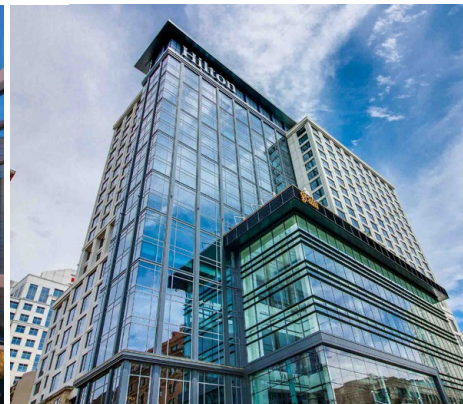
THE EXCHANGE: AN INTERSECTION OF INNOVATIVE SPACE & IDEAS

The Main features 60,000 square feet of flexible meeting space with two ballrooms, including the largest hotel ballroom in Virginia with an 18,500 square-foot Grand Ballroom, plus an abundance of pre-function space.

THE EXCHANGE is a technologically advanced, state-of-the-art conference center with dedicated professional staff and classrooms that intentionally open up to "think tanks" where ideas and dialogue can be exchanged.

For meetings ranging from 10 to 2,000 attendees, The Main will offer the perfect space for productive and enhanced meetings in upscale surroundings, as well as thoughtful details such as built-in registration desks and continuous break stations.

Hilton Norfolk The Main



TAKE IN THE VIEWS & DELECTABLE CUISINE

Offering three diverse, top-rated restaurants—Saltine, Varia and Grai—The Main is a central meeting point for office lunches, savory dining, after-hour drinks, special events, and everything in between.

SALTINE

This street-level restaurant and bar is an urban seafood bistro and the number-one restaurant in Norfolk on TripAdvisor. To add to the distinctive downtown appeal, craft cocktails from the restaurant's apothecary bar are a signature specialty. An extensive raw bar showcases the region's finest oysters, clams and shrimp, along with favorites like stone crabs and soft shells.

Saltine's Chef's Loft sits above the bustling raw bar with views of the floor-to-ceiling wine collection for a perfectly intimate private dining experience.

VARIA

Varia offers artisanal Italian fare that allures guests into a sophisticated, relaxing space with

an eclectic, modern design. Before your evening festivities at Varia, drop by the adjoining Wolf Lounge for a glass of wine from the 24-bottle Cruvinet.

For a private dining experience in Varia, venture beyond the hidden doors of the large millwork library that lead into an ultra-private dining room for exclusive events.

GRAIN

Grain, Norfolk's only rooftop beer garden, is the perfect place to relax with a craft beer and enjoy the downtown nightlife. Grain offers an oversized fire pit, live entertainment and spectacular views of the Elizabeth River.

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THE MAIN

Awards Luncheon & Silent Auction

Friday, December 6, 2019 | Hilton Richmond Hotel & Spa at Short Pump

Registration will soon be open for VSAE's most popular annual event, the Awards Luncheon & Silent Auction, held Friday, December 6 at the **Hilton Richmond Hotel & Spa at Short Pump**. Kick off the season with 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 much more. Then enjoy a luncheon at which the winners of VSAE's coveted **Awards of Excellence** are recognized (see page 3 for the award winners). Registration opens mid-October at vsae.org/19ALSA.

It is also a time to participate in this season of giving by donating an item to the **Silent Auction**. Donations are now being accepted through a new on-line donation form, much simpler than the form of past years. Go to vsae.org/19ALSA to submit your donation today and to get a sneak peak at the fabulous Grand Prize Live Auction prize from **The Ritz-Carlton, Kapalua**.

When you donate, you will be doing your part in supporting VSAE's education program and this year's local charity, American Cancer Society's **Relay For Life of Goochland**, selected by VSAE's Community Service Committee.

Relay For Life of Goochland is dedicated to save lives, celebrate lives, and lead the fight against cancer. The American Cancer Society Relay For Life is a community celebration where individuals and teams camp out, picnic, dance, play games, and take turns circling around a track "relay" style to raise funds and fight cancer. The event opens as cancer survivors lead the way around the track and are honored with the Survivor Lap. As the sun begins to set, the warm glow of hundreds of luminaria light the field in an emotional silent ceremony. Each bag lit is in honor of a loved one who won the fight against cancer or in remembrance of a special someone who lost their battle. The American Cancer Society Relay For Life represents hope in that those lost to cancer will not be forgotten, that those who face cancer will be supported, and that one day, cancer will be eliminated.



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