



How Generational Marketing is Holding You Back

For many years we have segmented our members into generations to better understand them and in the hopes of marketing to them more effectively. What was once a productive solution, however, has turned into an approach that is limiting our potential and our relevance as an industry. The last year has accelerated change in many areas and now is the time to create a more positive path forward in association management.

Join us on **Thursday, September 2**, at the **Richmond Marriott Downtown** for the September Seminar with Lunch, “OK Boomer: How Generational Marketing is Holding You Back,” presented by **Sarah Mattes Marshall, CAE**, Executive Director of the VA College of Emergency Physicians. Sarah will discuss trends in career-level segmentation marketing, provide examples along the way, and discuss how anthropological and sociological concepts can help you get in the minds of your members.

The seminar will also be available via livestream. A networking reception and seated luncheon will follow the seminar. Learn more and register at vsae.org/calendar.

Seven Tactics to Increase Your Membership Retention Rate

by Andrew Buck, Content Strategist, Mighty Citizen in Austin, Texas

Adding a few strategic pieces to your retention toolkit can lead to a rebound in declining membership numbers. Here are seven easy ways to get it done.

Associations not only need to acquire new members, but they also need to keep existing ones, and some retention tactics have a higher success rate. The following are seven ideas for ramping up retention rates.



Get Your Data House in Order

You can't manage what you can't measure. So, if you don't have a fairly

clean and usable membership database, make getting one a priority.

Don't simply assume your data is good, check it and then check it again. Run an audit on your association management system (AMS) or customer relationship management system (CRM). Pull a random 5 to 10 percent of your membership records and read through them. What data seem to be missing much of the time? Reading database records may not be the most thrilling or dynamic thing you do all week, but good clean data will produce big results over time.

continued on page 7 >

UPCOMING EVENTS

WEDNESDAY, AUGUST 25 Webinar

Adding Value with
Valuable Learning
Leveraging Adult Learning Theory

THURSDAY, SEPTEMBER 2 Seminar with Lunch Richmond Marriott Downtown

MONDAY, SEPTEMBER 13– TUESDAY, SEPTEMBER 14 CEO & Senior Staff Retreat The Omni Homestead Resort

THURSDAY, SEPTEMBER 16 Virtual Seminar Increasing Membership Engagement via Effective Learning Strategies Sponsored by D2L

WEDNESDAY, SEPTEMBER 22 Webinar Advertising, Onboarding, and Retention *The Key to Lowering Your Turnover*

WEDNESDAY, OCTOBER 6– THURSDAY, OCTOBER 7 Fall Conference & Expo Greater Richmond Convention Center and Hilton Richmond Downtown

FRIDAY, NOVEMBER 5 Seminar with Lunch Hilton Richmond Downtown

FRIDAY, DECEMBER 3 AWARDS LUNCHEON & SILENT AUCTION Hilton Richmond Short Pump

VIEW UPCOMING EVENTS AT
[VSAE.ORG/CALENDAR](https://vsae.org/calendar)



THE HOTEL ROANOKE
& CONFERENCE CENTER

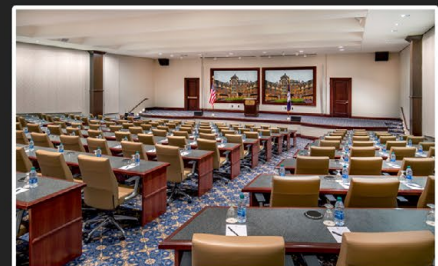
CURIO COLLECTION BY HILTON

ELEVATING THE ART OF MEETINGS & IDEA EXCHANGE

Bring your association back together in-person and chart a course for the future. Produce seamless meetings both in person and online with our Hybrid Meetings Package featuring advanced streaming capabilities.

With the installation of a \$480,000 investment in renovations, infrastructure, and equipment, the hotel has created an inspiring meetings environment to safely achieve maximum potential in a mixed live and virtual attendance.

Reimagining our hospitality and the infrastructure with creative meeting sets and hybrid technology helps optimize healthy and hygienic practices, while also providing a setting that stimulates innovation and collaboration.



BRING YOUR TEAM BACK TOGETHER WITH HYBRID MEETINGS IN 2021 & BEYOND!
CONTACT SANDRA HOLT AT 540.893.8214 OR EMAIL SHOLT@HOTELROANOKE.COM

The Hotel Roanoke & Conference Center | 110 Shenandoah Avenue | Roanoke, Va. 24016 | 540.985.5900 | www.HotelRoanoke.com

THANK YOU TO OUR 2021 PARTNERS

PRESIDENT'S CLUB



CAVALIER RESORT
VIRGINIA BEACH

Colonial Williamsburg Resorts
WILLIAMSBURG, VIRGINIA



EMBASSY
SUITES
by HILTON™
Hampton Hotel
Convention Center



Hilton
NORFOLK THE MAIN



JAMES RIVER
AUDIO VISUAL SERVICES



KINGSMILL
Resort
WILLIAMSBURG, VIRGINIA



LANDSDOWNE
RESORT

VIRGINIA BEACH
LIVE THE LIFE

BENEFACTOR

Greater Richmond Convention Center
VisitNorfolk

SUPPORTER

D2L

Exhibits Incorporated
MemberClicks

Norfolk Waterside Marriott
The Omni Homestead Resort

Richmond Marriott Downtown
Sheraton Norfolk Waterside Hotel

PATRON

DoubleTree by Hilton Williamsburg
Great Wolf Lodge
The Greenbrier

Hampton Convention & Visitors Bureau

Hilton Richmond Downtown
Hotel Madison & Shenandoah
Valley Conference Center

The Hotel Roanoke & Conference Center

Lynchburg Office of Economic
Development & Tourism

Minuteman Press Glen Allen

Newport News Tourism

Omni Charlottesville Hotel

Omni Richmond Hotel

Renaissance Portsmouth-Norfolk
Waterfront Hotel

Richmond Region Tourism

The Virginian Hotel

Widespread Risk Advisors

The Difference a Year Makes

Many of us for the first time in almost 18 months are thinking about or have recently returned to travelling by air, going to ballgames and restaurants, hugging our parents and grandparents, returning to the office, and attending in-person conferences.

The last one is certainly true for hundreds of VSAE members who came together June 27-29 for the VSAE Annual Conference in Virginia Beach. A special thanks to the **Marriott Virginia Beach Oceanfront (Michael Kokolis and Mary Kelly)** and **Virginia Beach Convention and Visitors Bureau (Sally Noona and Jamie Mitchell)** for their gracious hospitality, top-class facilities and amenities, and excellent weather!

The location provided the perfect backdrop for the VSAE community to reconnect and for new relationships to be formed. The pure joy and exhilaration were noticeable throughout the entire event – everyone was so excited to be together again. As one member commented, “The VSAE team and the Marriott went above and beyond in creating not just a wonderful annual meeting, but a fantastic reunion too!”

Quite a difference from 2020. Last August, the Annual Conference was all virtual and just so happened to begin on my first day as VSAE Executive Director. Coming into this position, I heard from many members that what made VSAE so special was its strong community and the personal relationships. While we all did our best during the pandemic to maintain those relationships, the virtual experience just didn't feel the same as being back in-person.

Leadership reflections



Terry Monroe, MBA, CAE
VSAE Executive Director

That was no more apparent than in Virginia Beach. Seeing the smiles, the hugs, the enthusiasm—the pure joy and relief of being able to connect again as colleagues and friends. That enthusiasm and joy extended to our presenters, who themselves were energized by the opportunity to engage in-person with attendees. As one presenter described it, “The theme of ‘Reconnect, Recharge, Reimagine’ pervaded the interactions, the Virginia Beach setting and both of the keynotes and other sessions.”

They added, “I'm glad to have contributed in a small way, but what I received from the experience was so much more than what I gave.”

While all this was happening at Virginia Beach, thanks to the excellent work of **Randy Cummins** and his team at **James River Audio Visual Services**, we were able to livestream the conference for those unable to attend in person.

On a personal note, thank you to the VSAE Board; committee, task force, and SIG leaders; members; Partners; and especially the great team at Eisenman & Associates for your support, guidance and friendship this past year. I could not have imagined a year ago the magic that is VSAE. Our best days are ahead and together we will accomplish great things.



THE QUALITY CHOICE FOR YOUR NEXT EVENT

Embassy Suites by Hilton Hampton Hotel & Convention Center

provides premium accommodations in Hampton, Virginia. Situated at the intersection of I-64 and I-664, and close to both the Norfolk International and the Newport News/Williamsburg International airports, our hotel provides easy access to popular Virginia attractions.



CONTACT JEFFREY FORK TO START PLANNING!
(757) 213-8518 or Jeffrey.Fork@AtriumHospitality.com



EMBASSY
SUITES
by HILTON™

Hampton Hotel
Convention Center

1700 COLISEUM DRIVE HAMPTON VA 23666 & EMBASSYSUITESHAMPTON.COM

THANK YOU 2021 ANNUAL CONFERENCE SPONSORS

SPEAKER

Powell Kohne Associates, LLC

HOSTS

Marriott Virginia Beach Oceanfront
Virginia Beach Convention
& Visitors Bureau

MOBILE APP

RD Mobile

AUDIO VISUAL

James River Audio Visual Services

DIAMOND

Greater Richmond Convention Center
Hilton Norfolk The Main
Lansdowne Resort
Norfolk Waterside Marriott
Richmond Region Tourism
Sheraton Norfolk Waterside Hotel

PLATINUM

Colonial Williamsburg Resorts
Embassy Suites Hampton Convention Center
The Greenbrier
Hampton Convention & Visitor Bureau
Jamestown-Yorktown Foundation
Omni Charlottesville Hotel
Omni Richmond Hotel
Results Direct
Richmond Marriott Downtown
Virginia Beach Convention
& Visitors Bureau
The Virginian Hotel
Visit Loudoun

GOLD

Exhibits Incorporated
The Founders Inn and Spa,
Tapestry Collection by Hilton
Great Wolf Lodge
Lynchburg, Economic
Development & Tourism
MemberClicks
The Omni Homestead Resort
Renaissance Portsmouth-Norfolk
Waterfront Hotel
TowneBank
VisitNorfolk

SILVER

The Hotel Roanoke & Conference Center
James River Audio Visual Services
Naylor Association Solutions
Newport News Tourism
Visit Fairfax
Visit Williamsburg
Whiteford, Taylor & Preston LLP
Widespread Risk Advisors



VSAE 2021
ANNUAL CONFERENCE
June 27–29, 2021
Marriott Virginia Beach Oceanfront

VSAE 2021 Annual Conference: Welcome Back!

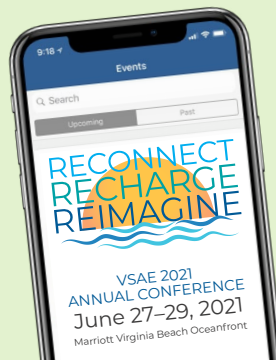
The VSAE community came back together in-person for the first time in more than 18 months for the VSAE Annual Conference, June 27-29 at the **Marriott Virginia Beach Oceanfront** in Virginia Beach. The event also marked VSAE's first hybrid annual conference, with the keynote addresses and educational sessions livestreamed and available to those onsite and across the Commonwealth.

The energy was electric and the mood festive as attendees enjoyed numerous networking events, were inspired and challenged by our keynote presenters, and benefitted from fresh perspectives, real-world solutions and great

takeaways from the session leaders. As one attendee remarked, "Congratulations to the VSAE family on a spectacular Annual meeting. Wonderful to see long time friends and make new friends. Content and speakers were outstanding!"

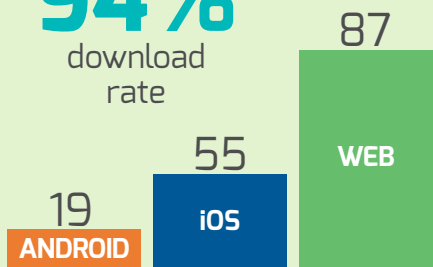
The Conference also saw the installation of VSAE's 2021-2022 Board of Directors and **Maureen Dingus, CAE**, as President. "I'm excited about the opportunities to stretch the organization," she stated. "VSAE will keep doing what we do best ... developing the association leaders of the future, bringing us together to explore new ideas, and sometimes even more importantly...to laugh."

THANK YOU FOR ENGAGING WITH "ENGAGEFULLY" AT ANNUAL CONFERENCE!



161
event app
downloads

94%
download
rate



Mark Your Calendars!

**VSAE 2022
ANNUAL CONFERENCE**
May 1–3, 2022


LANDSDOWNE
RESORT



Register Today!

CEO & Senior Staff Retreat



September 13-14, 2021
The Omni Homestead Resort
VSAE.ORG/CEORETREAT

10
CAE
CREDITS

Engage with fellow association executives and senior staff leaders for in-depth educational sessions, breakout groups, round table discussions, and multiple networking opportunities. Experience the southern hospitality and elegant charm that have made **The Omni Homestead Resort** a premier destination.

Fall Conference & Expo



October 6-7, 2021
Greater Richmond
Convention Center and
Hilton Richmond Downtown
VSAE.ORG/FALL

5+
CAE
CREDITS

Interact with representatives from meeting venues and service providers throughout the Commonwealth and beyond in the Exhibit Hall. Enjoy the insights of high-caliber content leaders on a variety of issues affecting the association industry, while networking with your association peers!

LET'S RECAP

AMC Retreat



The AMC Retreat was held on July 13 at the **Richmond Marriott Short Pump**. More than twenty VSAE members gathered in-person to discuss a variety of topics including: Creating a Safe Environment for AMCs and Clients; Defining and Adhering to a Scope of Services; A Successful Board & Client Relationship; and Marketing the AMC Model.

The newly renamed 2022 AMC Summit is tentatively scheduled for July 12 at the **Omni Charlottesville**. If you have any ideas or suggestions regarding topics, please reach out to AMC SIG Chair, Daniel Whitehead, or Vice Chair, Jon Williams.

Meeting Planner Summit



On July 29-30 meeting planners and guests gathered at the **Hotel Madison and Shenandoah Conference Center** in Harrisonburg for the 2021 Meeting Planner Summit. We collected. We connected. We conquered. Most importantly, every session at the 2021 Meeting Planner Summit was led by a Meeting Planner SIG

member. Thank you to each SIG member who stepped up to lead a session or sit on a panel. Your contributions are valued and your time appreciated.

Speaking of conquering, we learned to Conquer Hybrid Events in three different sessions that focused on The Planning, The Execution and The People. Once we'd mastered that, we had a Snowball Fight that led to wonderful discussion amongst the group and gave us many topics to cover in the coming year.

Staff at Hotel Madison took us on a delightful tour (and not just because of the champagne and chocolate) where they showed us all the possibilities their property has to offer and how we can connect to anyone in the world right from Harrisonburg. We decompressed with some "Coloring and Cocktails," then had an excellent dinner.

The next morning found us listening to hotel colleagues share the challenges they are facing and how we can best work with them to create amazing meetings. The Summit ended with a flipped panel in which audience members became the panelists and we all learned a few final takeaways from each other.

We invite you to join us for 2022!



**Your 2021-2022 Membership Directory
& Resource Guide is on its way to you!**
Look for it later this month.

2 Measure the Right Things

What's measurable is manageable, so get clear on what you mean by "retention." Many associations don't consider a member lapsed until one to two months after their membership ends. This is probably because for some people, re-upping membership only becomes a priority once they're aware they have passed the expiration date to renew. Make sure your team is clear on specifically what terms like "lapsed," "renewal," and "retention" mean to you.

3 Research Your Members

Conduct formal member research regularly. "Formal" distinguishes it from the more day-by-day anecdotal insights you accumulate—which, though compelling and useful, are often incomplete and biased. Formal member research mostly consists of three components: surveys, interviews, and focus groups. Each serves a unique purpose, and one cannot substitute for the others.

4 Sketch Out a Plan

Write down your retention plan. Here are some ideas for what to include:

- Your goal, listed in big bold font right at the top of the document.
- The specific criteria for what constitutes a "soon-to-be-expiring membership" (e.g., anyone whose membership expires within the next 90 days).
- A list of the communications you'll send these members, including the channel of each outreach (e.g., email, phone call, direct mail, etc.) and how long before their expiration date that communication needs to happen.
- A brief summary of your retention message (see below).
- A list of those responsible for each step.
- Specific dates for each key milestone.

"If you inject a little magic into the experience, your users will remember you more fondly and be more eager to be part of your community."

5 Pick One Message and Make It Sting

You have your plan in place, but what do you say to convince members to extend their membership? It depends, in part, on whatever existing messaging guidelines you have to follow. But if you have some—or a lot—of leeway in crafting a retention-specific message to your members, we recommend doing two things to craft your message.

- Look to the past. What have you said in previous years to help boost retention rates? Go digging into emails, ask your coworkers, or even speak to a few members who've renewed year after year.
- Pick a single message that stings. In this case, "sting" means emphasizing what the member stands to lose if their membership expires.

And more broadly, appeal to your members' identities. This is a psychological tactic that can work wonders. This is because many people, especially ones with professional jobs, tend to identify themselves by what they do for a living.

6 Make the Renewal Process Quick and Painless

Test your renewal process. Have your friends or family test it, too. Ask them where they got stuck along the way, what the language communicates to them, and how they would

rate the process on a scale of 1 to 10. Test it on several platforms like an old web browser or a new smartphone. Then invest in the design and website development tools to make the experience seamless and quick.

7 Get Personal

Personalization does not mean starting a mass email with "Dear <INSERT-FIRST NAME>." Do that if you can and if you trust your data. But I recommend something actually personal and not just digitally personal.

You'll figure out what works for your association, but the upshot is this: If you inject a little magic into the experience, your users will remember you more fondly and be more eager to be part of your community.

Remember, this is just a primer. What works for one association doesn't necessarily mean it will work for yours. But we're confident that if you take some fundamental steps—including research, user-friendly renewal design, and a little experimentation with personalizing the experience—you'll see dropping numbers rebound, and then some.

This article originally appeared on ASAEcenter.org. Reprinted with permission. Copyright ASAE: The Center for Association Leadership (June 2021), Washington, DC.



Meet LYH

We Designed Our Planner Incentive Program Just for You

Set beside the James River, with the Blue Ridge Mountains as backdrop, Lynchburg is the perfect place to host your next meeting or conference. The beautiful views, chef-inspired cuisine and adventurous outdoor activities will give your attendees an event to remember!

Contact our LYH Sales Team today to learn more **#travelconfidently**

VISIT
LYH
LYNCHBURG, VA

lynchburgvirginia.org/MEETLYH
(434) 485-7295

AROUND THE COMMONWEALTH



Marshall



Mosher

Kelly Burd-Adams is now the Sales Manager with the Natural Bridge Historic Hotel & Conference Center.

Congratulations to **Sarah Mattes Marshall, CAE**, Executive Director of the VA College of Emergency Physicians and **Helen Mosher, CAE**, Staff Vice President of Marketing, Communications, and Membership for the National Active and Retired Federal Employees Association, who have earned their CAE designation.



Eisenman & Associates (E&A) is pleased to announce **Jordan Vallerga, CMP** has joined the team as Meetings & Events Manager. Jordan will support E&A's current clients and expansion of E&A's meeting planning and events management practice. Jordan has 18 years of experience working in the hospitality industry; holds the Certified Meeting Planner (CMP) designation; and is active in VSAE, having served on the Board of Directors from 2019–2021.

WELCOME NEW MEMBERS

EXECUTIVES

Melissa Andrews
LeadingAge Virginia
Glen Allen, VA

Kimberly Condon
Product Liability Advisory Council, Inc.
Reston, VA

Catie Cox
VA Society of Professional Engineers
Midlothian, VA

Kelly Gerstenberg, CMP, DES
Regulatory Affairs Professional Society
Rockville, MD

John Kennedy, CAE
FBI National Academy Associates, Inc.
Stafford, VA

Eileen LaGreca
American College of Radiology
Reston, VA

Anne Taylor
VA Forestry Association
Richmond, VA

April Thomas, RCE
REALTOR Association of Prince William
Woodbridge, VA

Tanya Tolpegin
American Medical
Informatics Association
Vienna, VA

Warren Wakeland
The Builders Exchange
Association of Virginia
Richmond, VA

Brent Woodyard
Charlottesville Area Association
of REALTORS
Charlottesville, VA

ASSOCIATES

Jonathan Campbell
Kiawah Island Golf Resort
Kiawah Island, SC

Nicholas Cioffi
GoalMakers
Raleigh, NC

Jake Hatch
Sanderling Resort
Duck, NC

Ilene Lerner
HBP, Inc.
Falls Church, VA

Lisa Logan
Stafford County Tourism
Stafford, VA

Kathy Sledd
Comfort Inn Monticello
Charlottesville, VA



2021-2022 OFFICERS

Maureen Dingus, CAE
President

Steven Williams, CAE
President Elect

Stewart Hinckley
Treasurer

Shannon McCabe, CAE
Secretary

Phyllis Errico, JD, CAE
Immediate Past President

Terry Monroe, MBA, CAE
Executive Director

Zach Eisenman
Deputy Executive Director

DIRECTORS

Corey Clayborne, FAIA, NOMA, MBA, CAE
Sarah Gouger
Amy Hewett, CAE
Christina Lewellen, MBA, CAE
Carter Lyons, CAE
Lisa Noon, CAE, RCE
Kyle Shreve
Abby Tammen
Bruce Whitehurst

ASSOCIATION PRESS

Published by the Virginia Society
of Association Executives
2924 Emerywood Parkway
Suite 202
Richmond, Virginia 23294
PHONE: (804) 747-4971
FAX: (804) 747-5022
info@vsae.org
vsae.org

Terry Monroe, MBA, CAE
Editor

Lorraine Meade
Content, layout, and design

Art and Editorial Deadline
for the September Issue
August 27

Advertising Space
Contact Terry Monroe
(804) 249-2234
terry@vsae.org

This newsletter is proudly printed by:

