

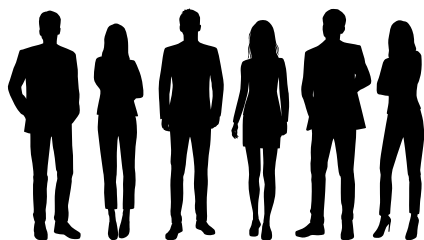


— VIRGINIA SOCIETY of —
ASSOCIATION EXECUTIVES

YOUR *association* PRESS

May 2022

Learn How a Personal Board of Directors is Crucial to your Success



How do so many people get ahead in life? How do so many organizations and entrepreneurs succeed? Is it luck? Is it money? Is it reputation? It might be a bit of all three. However, most do not get ahead without the help of others. The synergy that is present when many minds and talents come together usually propels all involved to new heights. This seminar will help you

intentionally assemble your own personal “Board of Directors,” a board that can help you as you are navigating the business world with success in mind! Bring your questions and your curiosities – we will explore and learn together.

Join your fellow VSAE colleagues on Friday, June 3, at the **Delta Hotels by Marriott Richmond Downtown** for, “How to Create Your Own Personal Board of Directors,” presented by Dr. Holly Sullenger.

Dr. Sullenger is an award-winning, internationally renowned keynote speaker, corporate trainer, and business systems consultant.

Register at vsae.org/calendar.



Association
Leadership
VIRGINIA

Interested in developing your leadership skills and advancing your association career?

Association Leadership Virginia (ALV) will launch its third cohort this fall! This one-of-a-kind program is focused on developing leaders for Virginia’s association community. Whether you’re an early career professional or a seasoned executive looking to advance your career, you’ll gain valuable leadership and association management skills, build professional and personal relationships with colleagues from across Virginia, and map out a plan to achieve your individual goals, all while earning 32+ CAE credits. Six day-long, in-person sessions are held from October 2022 through May 2023. Deadline to apply is August 15, 2022.

Visit vsae.org/alv for more information and to apply.

DON'T MISS IT!

FRIDAY, JUNE 3

Seminar with Lunch
Delta Hotels by Marriott
Richmond Downtown

SCHEDULE

9:00 am
Registration Opens

9:30 – 11:00 am
Seminar

**How to Create Your Own
Personal Board of Directors**

11:00 – 11:45 am
Reception

11:45 am – 1:00 pm
Luncheon

REGISTER AT
[VSAE.ORG/CALENDER](https://vsae.org/calendar)

UPCOMING EVENTS

TUESDAY, MAY 17

Early Career Professionals
virtual
12:00 – 1:00 pm

THURSDAY, JUNE 9

**NOVA Seminar Series
with Breakfast**
Offices of Whiteford,
Taylor & Preston LLP
Falls Church

TUESDAY, JULY 12

AMC Summit
Omni Charlottesville

**THURSDAY, AUGUST 11
and FRIDAY, AUGUST 12**
SIG-a-Palooza
virtual

MORE AT [VSAE.ORG/CALENDAR](https://vsae.org/calendar)

*Thank You,
Sponsors!*

DIAMOND

Association Briefings
Greater Richmond Convention Center
Hilton Norfolk The Main
Hotel Madison & Shenandoah
Conference Center
Kingsmill Resort
Lansdowne Resort
Norfolk Waterside Marriott
Omni Charlottesville Hotel
Powell Kohne Associates, LLC
Richmond Marriott Downtown
Visit Loudoun

PLATINUM

Cavalier Resort
City of Danville, Economic
Development & Tourism
Colonial Williamsburg Resorts
Embassy Suites Hampton
Convention Center
Great Wolf Lodge
The Greenbrier
Independence Golf Club
Lynchburg, Office of Economic
Development & Tourism
Massanutten Resort
Personify/MemberClicks
Richmond Region Tourism
Results Direct
Sheraton Norfolk Waterside Hotel
The Virginian Hotel
Visit Williamsburg

GOLD

Hilton Virginia Beach Oceanfront
The Hotel Roanoke &
Conference Center
James River Audio Visual Services
Minuteman Press Glen Allen
Naylor Association Solutions
Newport News Tourism
Novi AMS
Omni Richmond Hotel
Renaissance Portsmouth-
Norfolk Waterfront Hotel
Visit Norfolk
Visit Fairfax
Visit Virginia's Blue Ridge
Whiteford, Taylor & Preston, LLC

VSAE 2022 Annual Conference: A Grand Success!

Visit Loudoun played host to VSAE's 2022 Annual Conference, which took place May 1-3 at **Lansdowne Resort**, where long-time members, brand new members, and guests enjoyed a few days of education, networking, and fun in beautiful Leesburg. The theme of this year's conference, "Charting Your Path Forward," remained a common thread among the various keynotes, sessions, and discussions during the event.

Many attendees kicked off the fun with golf, high tea and croquet, and a very popular craft beer and wine tour showcasing some of the area's finest beverages. The Sunday night Opening Reception provided a great opportunity for old and new friends to connect. This year saw an increase in both new members attending the Annual Conference as well as first-time attendees. Keynote and breakout session content included everything from the future of work, to volunteer engagement, and DEI programming. VSAE was also honored to have ASAE President & CEO, Michelle Mason, FASAE, CAE speak during lunch on current ASAE initiatives and trends she is seeing in the association industry.

The conference also saw the installation of VSAE's 2022-2023 Board of Directors and **Steven Williams, CAE**, as President. Steven took a few moments to thank his VSAE friends and colleagues and outline his vision for his term as VSAE President.

Lansdowne Resort proved to be a wonderful partner and host for the event, and many thanks go to their staff who welcomed VSAE back to Northern Virginia with a smile. We hope you will join us next May in Hampton, VA for the 2023 Annual Conference at the Embassy Suites by Hilton Hampton Convention Center.

ASAE President and CEO Gives Luncheon Keynote



VSAE was honored to have ASAE President and CEO Michelle Mason give the luncheon keynote on Monday, May 2. Ms. Mason discussed ASAE's work over the past several months redesigning and creating new programs and activities that align with the goals outlined in its updated strategic framework.

She added that "everything we are doing is designed to support at least one of our three strategic objectives: to deeply understand and serve the needs of association CEO and C-suite leaders; to build meaningful community through omni-channel platforms and events; and to strengthen leadership pathways for association professionals."

She emphasized the importance of expanding collaboration between ASAE and state societies and committed to seeking out opportunities to work together and leverage collective strengths.

Congratulations!

Congratulations to **Megan Williams**, Deputy Director, **VA Sheriff's Association**, for exchanging the most digital business cards through the event app, Engagefully. Megan's reward was an Amazon gift card.

Congratulations also to **Debbi Little**, Director of Professional Development and Programs, **Independent Insurance Agents of Virginia**, who won the 50/50 raffle.



Thank You TO OUR 2022 PARTNERS

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Colonial Williamsburg Resorts
Embassy Suites Hampton
Convention Center
Hilton Norfolk the Main
Independence Golf Club
James River Audio Visual Services
Kingsmill Resort
Lansdowne Resort
The Omni Homestead Resort
Virginia Beach Convention & Visitors Bureau
Visit Loudoun

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Greater Richmond Convention Center
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Lynchburg Office of Economic
Development & Tourism
Newport News Tourism
Omni Charlottesville Hotel
Omni Richmond Hotel
Personify/MemberClicks
Renaissance Portsmouth-Norfolk
Waterfront Hotel
Richmond Region Tourism
The Virginian Hotel
Visit Virginia's Blue Ridge

Leadership reflections



Steven Williams, CAE
VSAE President

The past two years have been some of the most difficult professionally and personally for many association professionals, their members, and partners. Disease, war, unemployment, homelessness, financial woes, civil unrest, persecution—you name it—it seems we have all had some dark experiences in one way or another over the past two years. Will it get better? Will it get worse? It's hard to decipher the tea leaves of life and work. Surrounded by circumstances like these, it's easy to struggle with what the right thing to do is and predict how our choices will affect others.

There are leaders that go alone in their decisions, firmly believing they exclusively know what's best. There are leaders that surround themselves with diverse teams of insight before making decisions. There are leaders that delegate all decision-making to others. Regardless of your leadership style, as an association professional or someone that supports the association community, the present situations in which we find ourselves—though we may wish for none of them—can be valuable opportunities to hone leadership skills, test abilities, and make adjustments. The fact is, leaders are not perfect and often make mistakes. Never being wrong is not the mark of a good leader. But asking for help is.

That's where VSAE comes in. Think about these five words for a minute: "Virginia Society of Association Executives." What comes to mind when you think of VSAE? What does VSAE mean to you professionally and personally? Learning opportunities, networking, directories of quality suppliers, and awards and recognition are all important reasons to be a VSAE member.

My own experience is that the greatest benefit of VSAE membership is access to a community of the most hard-working, experienced, and tested individuals and organizations I've ever known. VSAE members help create laws, protect human rights, provide quality healthcare, teach students, build roads, and

Leadership Support in the Face of Trial and Tribulation

provide sound financial management. VSAE members serve lawmakers, doctors, engineers, teachers, scientists, and community leaders. VSAE members create environments and tools for learning, networking, communicating, and doing business. The leaders that make up VSAE membership have been resilient, open-minded, flexible, creative, stressed, fired, hired, appointed, and challenged. If there's an issue or opportunity you are

**You are part of
a community
of association
professionals
that want to lead,
grow, and serve
alongside you.**

struggling with or curious about, someone in the VSAE community has probably dealt with it already. Over the past two years especially, this community of leaders has seen it all—from the powerful and buzzing chambers of Virginia's capitol to the most remote and serene of Virginia's farmlands.

So be encouraged today as you read this. You are part of a community of association professionals that want to lead, grow, and serve alongside you. And many are in positions to support you, where you are, with whatever you are dealing with—including five officers; ten directors; six staff; 14 chairs of committees, taskforces, and shared interest groups; dozens of committee members; and hundreds of diverse VSAE members. When you face your next trial or tribulation, know that you can seek out a VSAE member for help, advice, or even just a listening ear.

Get to Know VSAE's New Board Members



Dean Lynch, CAE
Executive Director
VA Association of
Counties



Sarah Mattes Marshall, CAE
Executive Director
VA College of Emergency
Physicians



Susan Park, PhD, CAE
Executive Director
Coastal & Estuarine
Research Federation



Craig Toalson, CAE
Chief Executive Officer
Home Builders
Association of VA

Welcome to VSAE's new Board members effective May 1, 2022. To help you get to know them, we asked them the following four questions:

1. What goal(s) do you have as a VSAE Board member?
2. What was a POSITIVE thing that happened to you during the past year?
3. What do you enjoy most about being a VSAE member?
4. What television shows have you been watching?

Dean Lynch, CAE

1. My goal is to assist like-minded professionals in their pursuit of professional development opportunities offered by VSAE.
2. The pandemic allowed VACo to hit reset on a couple of popular educational programs and redesign them to reflect the skills and knowledge today's elected officials need to serve their communities.
3. Collegial get-togethers.
4. *Ozark*

Sarah Mattes Marshall, CAE

1. I want to learn more about VSAE so I can better understand how to serve our community. And my husband won't let me join (read: rule) our HOA so I have to put my extra energy somewhere.
2. We adopted a new chinchilla, a 15-year-old sassy-pants named Cindy. She is simultaneously very grumpy and very cute and does an exceptional impression of a chonky seal.
3. You know how hard it is to make friends as an adult? VSAE gives me this vast social network of really smart and really fun people. Spending time with them at VSAE events is truly rejuvenating.

4. Brother, how much time you got? My husband and I are on a journey to finish the 20 or so shows we've started and abandoned. We are seven shows down since February with more than a dozen to go.

Susan Park, PhD, CAE

1. I am dedicated to supporting VSAE and the strategic plan in any way I can. I personally hope to contribute in two areas: the development of early career professionals, and making progress on our DEI goals. These are two areas that I have a passion for and I think are critical for the future of VSAE. And I have benefited so much from being a part of the Association Leadership Virginia program, so I hope to continue to promote it through my role on the board.
2. I finally got back to work and personal travel! I recently returned from a vacation to Croatia, Bosnia, and Montenegro. The area is full of incredible history, unbelievably beautiful scenery, and amazing (and cheap) food and wine. If you're a *Game of Thrones* fan, you'll recognize a lot of the sites! I would highly recommend a visit.
3. As someone relatively new to the association community and a remote worker with no local co-workers, it has

been invaluable to me to have a local network of professionals that I can network with and learn from.

4. I'm a foodie, so I have been watching *Top Chef*. In fact, I'm in a *Top Chef* pool! I'm also very excited about the return of *Somebody Feed Phil* this summer.

Craig Toalson, CAE

1. First, I want to utilize my experience and knowledge to further VSAE's career advancement programs, meetings, and events. Second, I want to build stronger relationships with members of the VSAE community. Third, I'm looking to gain knowledge and experience from being on the "board member" side of the table vs. the association executive side.
2. Over the last year I have made a conscious effort to prioritize and appreciate life experiences! Never take an in-person meeting, conference, trip, vacation or dinner out for granted. Enjoy all that life has to offer.
3. The most enjoyable benefit of being a VSAE member is the relationships that you build with industry peers and partners. Members of the VSAE community have helped during every step of my association career.
4. *Billions*, *1883*, and live sports.



Tuesday, May 17
12:00 – 1:00 pm
virtual

VSAE is hosting a virtual kickoff call for the relaunch of the Early Career Professionals (ECP). This group has taken many forms over the past several years, but we are restarting it with a fresh set of leadership, ideas, and goals. There is no defined age or experience level to be engaged with ECP—if you consider yourself an Early Career Professional in the association or hospitality space, you are invited to participate! Participation with ECP is open to both Executive and Associate members of VSAE, as well as non-VASE members who are in the non-profit or association industry across the Commonwealth.

Learn more and register at vsae.org/calendar

Join us in Falls Church for **“Remote Work Arrangements: Establishing Expectations and Mitigating Risk.”**

Jennifer Jackman and Jordan Halle, attorneys with VSAE’s legal team at **Whiteford, Taylor & Preston, LLC**, will discuss the value of Remote Work Agreements (RWAs) for establishing employee and employer expectations and for mitigating risk, and unintended employer obligations that may be triggered when employees work out of state.

This seminar is limited to association professionals, AMCs, and event sponsors. A continental breakfast will precede the seminar.

Register at vsae.org/calendar



Thursday, June 9

Whiteford Taylor & Preston, LLP
Falls Church



The AMC Summit is a one-day event designed for AMC owners, principles, senior leaders, and other staff focused on growing their AMC. This retreat will give participants the tools to implement a comprehensive business development strategy to increase value to their clients.

Some of the educational sessions include, “Internal Staffing Structure and Managing Turnover,” “When to Take on a Client and When to Walk Away,” and “Managing Client Board Affairs, and Types of Boards.”

This event is limited to AMC owners and their staff, and sponsors. Registration fee includes all educational sessions and lunch.

Register at vsae.org/amc22

SIG-a-Palooza is a collection of small Shared Interest Group (SIG) meetings. SIGs are member-led groups organized around areas of interest. They offer a forum for peer-to-peer learning in a small group atmosphere. SIGs are a great way for association executives and other leaders to learn from colleagues about the issues relevant to them. If you’ve never been to a SIG meeting, now is the time to try one out. The SIG-a-Palooza is open to all, including Associate members and guests. Contact the VSAE office at (804) 747-4971 if you are not already a member of a SIG and would like to be. You may be in as many SIGs as you’d like.

Registration opens soon at vsae.org/2022-sig-a-palooza.



PARTNER HIGHLIGHT:

Come together for meetings in Fredericksburg, Virginia!

Everyone agrees that face to face conversations are still needed to build strong relationships in today's digital world. Having those conversations in a cool atmosphere just adds to the experience. Have a conversation in 718 Venue, a facility in the Historic District with original exposed brick walls, tin ceilings and heart-of-pine floors. Need something bigger? The Virginia Credit Union, home of the Fredericksburg Nationals (FredNats), is available on non-game days for events. Have a tradeshow? The Fredericksburg Expo Center has 85,000 sq. ft. of contiguous exhibit space and 10,000 sq. ft. of ballroom space. Need a reception location? Use the Mary Washington House, or outdoor space at James Monroe Museum and Memorial Library. As part of your meeting, attendees can walk the historic district, see historic sites, eat at chef-owned restaurants or drink at craft breweries. Virginia's oldest distillery is nearby.

Let our team help you by making suggestions on where to stay and meet, what to do, and where to dine and shop. We also provide local vendor and supplier contacts for restaurants and venues that can accommodate groups, meetings at non-traditional venues, sightseeing tours, catering, decorating supplies and rental, tour guide services, transportation, and entertainment.

There is an essence about Fredericksburg that is hard to describe. Attendees are often surprised about how much there is to do and how concentrated of an early American story exists in Fredericksburg. A 40-block Historic District now covers most of the downtown area with over 350 original 18th and 19th century buildings with specialty shops, antiques, art galleries and studios, and more than 50 one-of-a-kind restaurants. The Historic District is very walkable with brick-lined sidewalks and outdoor spaces including a new Riverfront Park along the Rappahannock River.



The variety of events and options in Fredericksburg provides your attendees with so much to see and do that they may want to extend a few days to enjoy it all. From historic sites associated with the Washington family, to enjoying a FredNats game, to Fun Land of Fredericksburg with the only 3 story go-kart track racecourse in Virginia. There's also the Rush Hour Live Escape Center and hours of jumping around at the Sky Zone to enjoy.

For those attendees that crave escaping the meeting room for outdoor spaces, there are so many places to shop, tours to plan, or hikes to take within the many parks and beautiful gardens, or just around town. Fredericksburg rivers, ponds, and reservoirs provide lots of fun activities, from intense kayaking to soothing paddleboarding.

If your meeting puts you in town on the first Friday of the month, be sure to visit the Fredericksburg First Friday event, which celebrates the amazing art, community, and vibrancy of Downtown Fredericksburg. Stroll throughout the town and

experience different street performances or grab a drink from one of the local restaurants while you check out the wonderful downtown shops.

What's a meeting without food? Fredericksburg is renowned for its dining experiences. Tourism staff will work with meeting planners to arrange a dine-around during their conference or event. Staff can suggest restaurants and make reservations. Great dinners are a wonderful way to continue the face to face conversations.

Reach out today and let the Fredericksburg team help you plan your next meeting.

CONTACT

Victoria Matthews
Tourism Sales Manager
City of Fredericksburg
vamatthews@fredericksburgva.gov
(540) 372-1216 x 7206



WOAH!

THE MAIN

It's Our 5th Anniversary!
That's Definitely Something To Celebrate...

TAKE 5% OFF YOUR MASTER BILL

To plan your next event, contact Michelle Catalla:
call 757-763-6231 or email michelle.catalla@themainnorfolk.com.

To qualify, event must be contracted by July 31, 2022 and held by November 30, 2023.
Not applicable to existing business, restaurant private dining room events, or holiday parties.



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Delta Hotels by Marriott
Richmond Downtown
Richmond

Liz Herndon
Greater Richmond
Convention Center
Richmond

Miriam Mueller
Happy Bookkeeping
Richmond

Jodie Munn
Hilton Richmond Hotel
& Spa at Short Pump
Richmond

AROUND THE COMMONWEALTH

Skyler Dowell has been promoted to Director of Sales at **Lansdowne Resort**.

Daniel Whitehead is now the Associate Director of **Stringfellow Management Group**.

EXECUTIVES

Jennifer Ahearn
American Association of
Colleges of Nursing
Washington, DC

Mike Reitelbach
Organization Management Group
Richmond

Erin Schrad
VA Association of Chiefs
of Police & Foundation
Glen Allen

PLEASE UPDATE YOUR PROFILE!

We are in the process of compiling the **2022-23 Membership Directory and Resource Guide**, YOUR valuable membership resource.

Because we want the most current information possible, please take a moment to log in to your online profile from the **Mbr Center-My VSAE** tab at **vsae.org** to be certain it is up to date.

THE INFORMATION IN THE DATABASE AS OF JUNE 1 WILL BE PRINTED IN THE NEW DIRECTORY.



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Published by the Virginia Society
of Association Executives

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Richmond, Virginia 23294

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Editor

Lorraine Meade
Content, layout, and design

**Art and Editorial Deadline
for the June/July Issue**
June 1

Advertising Space
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