



— VIRGINIA SOCIETY of —
ASSOCIATION EXECUTIVES

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February 2023

LEARN THE UNIQUE LEADERSHIP APPROACH OF DIVERSE LEADERS



Join us on **Thursday, March 2** at the **Hilton Richmond Downtown** for a seminar, networking reception, and luncheon with presentation focusing on *The Advantages of Diverse Leaders: A Unique Leadership Approach*, presented by **Moira Lethbridge, M.Ed.**

This seminar identifies unique leadership opportunities and challenges facing female professionals to equip them with strategies to lead with clarity and purpose and assist those who work with them to better understand how to support their

leadership. Identifying the strengths and abilities of women leaders can provide valuable insights for everyone in the workplace. All association professionals, regardless of gender, are encouraged to attend.

Moira Lethbridge, M.Ed., draws on twenty-five years of organizational experience and success to help individuals and companies increase their productivity and improve their performance. She works with business owners, executives, and individuals to help them grow their business, do more of what they enjoy, and balance health, well-being, and productivity.

Learn more and register at vsae.org/seminars



The Future of Conferences

VSAE 2023 Meeting Planner Summit

March 23–24, 2023

Hotel 24 South | Staunton, Virginia

Register at
[VSAE.ORG/MPSUMMIT](https://vsae.org/mpsummit)

Join your fellow meeting planners to share new ideas and solutions to common challenges at our 2023 Meeting Planner Summit at the **Hotel 24 South** in Staunton, VA. Earn 6 CEUs while you learn from each other, outside industry experts, and representatives from hotels and CVBs as we shuffle into 2023.

Here's the lineup of session topics:

Six Steps to a Zero Waste Event (1.00 CEU)

Trade Shows: New Ideas for An Old Favorite (1.00 CEU)

How to Redesign Events For Pandemic-Changed Attendees (1.50 CEU)

Accessibility: Designing Events for All (1.25 CEU)

Technology Roundtable (1.25 CEU)

DON'T MISS IT!

SEMINAR WITH LUNCH

Thursday, March 2
Hilton Richmond Downtown

SCHEDULE

9:00 a.m.

Registration Opens

9:30 – 11:00 a.m.

Seminar

11:00 – 11:45 a.m.

Networking Reception

11:45 a.m. – 1:00 p.m.

Luncheon

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

UPCOMING EVENTS

TUESDAY, MARCH 9

NOVA Seminar

Jumping In Puddles: Using Data to Better Inform Decision Making
Whiteford Taylor & Preston, LLP
Falls Church

THURSDAY–FRIDAY,

MARCH 23–24

Meeting Planner Summit
Hotel 24 South
Staunton

THURSDAY–FRIDAY,

MARCH 27–28

ASAE American Associations Day
Washington, DC

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

ANNUAL CONFERENCE REGISTRATION OPEN! See Page 4 for details.



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Renaissance Portsmouth-Norfolk
Waterfront Hotel
Richmond Region Tourism
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The Virginian Hotel

Leadership reflections



Zach Eisenman
VSAE Dep. Executive Dir.

Have you ever left a conference, a networking event, or any other professional development opportunity practically buzzing, ready to improve your workflow and revolutionize your organization...only to come crashing back down to Earth once the realities of your day-in, day-out work life resume? There's never enough time or resources, and once you've returned to the office it's easy to revert to the all too familiar natural default setting of putting your head down and plowing through your ever-growing To Do list and inbox.

If you can relate to this, don't worry, it's not a personal failing—we all do it. I shudder to think of all the nuggets of wisdom on sticky notes or hotel notepads that I've hastily banished to the bottom of a trash can, or worse yet, my desk drawer. I think we all tend to treat professional development as something we are supposed to do. Something we do because we know it is good for us, whether we truly want to or not—almost like eating spinach. It becomes just one more box to check. In reality, professional development should be treated as a process, it's about having a deep understanding of ourselves—and consistently improving and assessing our strengths and blind spots alike.

There is that old familiar analogy about “adding tools to your toolbox,” and in many cases, professional development seems to fit it neatly. You attend an event to enhance your skills and knowledge base, gain new insights, and ultimately provide yourself with more resources to leverage and apply at your job or organization. However, the problem with this approach to professional development is that the goal should not be collecting shiny new tools, it should be about fundamentally understanding those tools, how to use them, and more importantly, when to use them. The utility is in the application of those tools, not just the acquisition.

Ask anyone with a CAE credential, a master's degree, or any sort of professional designation—obtaining the letters behind your name is just a piece of the overall puzzle. Professional

“There is no finish line...there's a reason they call it *continuing education* after all.”

development itself is a journey, not a destination. There is no finish line...there's a reason they call it *continuing education* after all. Honestly, professional development is likely one of the primary reasons that individuals join your association. Whether your members have a credential and are required to obtain a specified number of credits, or your members are motivated by a desire to elevate the profession or field, professional development is what allows us, our organizations, and our members to thrive.

VSAE hosts a variety of professional development opportunities for our membership. We have marquee conferences such as the Annual Conference and Fall Conference & Expo. Our more topic-focused events include the NOVA and monthly seminars. We host multi-day meetings such as the Meeting Planner Summit, AMC Summit, and CEO & Senior Staff Retreat, which seek to bring together association professionals with common titles or responsibilities to share best practices, problem-solve, and simply make connections amongst industry colleagues. Our committees and SIGs are more informal opportunities to engage with peers and support the organization and industry as a whole. Lastly, Association Leadership Virginia (ALV) is perhaps the most holistic professional development program we offer, with its year-round cohort program designed to develop key skills, build relationships, and assist participants in mapping out their individual and professional goals.

Think of your organization...what are you doing to support professional development for your members or member companies? Is there more you can do? Is it time for a refresh? Well-organized and varied continuing education and professional development opportunities can be a strong value proposition for joining your organization. Take the time to not only consider what you are offering but also why, to maximize the value of your programming. If your mission statement says something about empowering your members or advancing your industry, look no further than your professional development offerings in pursuit of that goal.



May 7–9 | Embassy Suites & Hampton Roads Convention Center

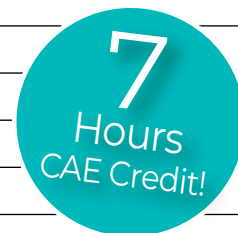
SCHEDULE

Sunday, May 7

10:00 am–12:00 pm	Community Service Community Project
11:00 am–4:00 pm	Golf at The Woodlands Golf Course
12:00–4:00 pm	Additional Pre-conference Activities
5:15–6:00 pm	First-Time Attendee and New Member Mixer
6:00–7:30 pm	Opening Reception

Monday, May 8

8:00–9:00 am	Breakfast
9:00–10:15 am	Opening Remarks and Keynote (1.00 CEU) TIPJAR CULTURE: HOW PIANO BAR SECRETS CAN IMPROVE THE EXPERIENCE AT WORK <i>Greg Offner, Jr., courtesy of Powell Kohne Associates, LLC</i>
10:30–11:45 am	Breakout Sessions (choose one) (1.25 CEU) BUILDING BETTER BOARDS: BUILDING GOVERNANCE EXCELLENCE <i>Lowell Aplebaum, FASAE, CAE, CPF</i> LOVE 'EM OR LOSE 'EM! ONBOARDING WITH INTENTION FOR RETENTION <i>Jenn Norma, CAE</i> WORK SMARTER, NOT HARDER: TIPS AND TOOLS TO POWER YOUR PRODUCTIVITY <i>Shameka Jennings, MTA, CAE, CMP</i>
12:00–1:15 pm	Lunch, 2023–2024 Board Installation, ALV Graduation, and CAE Recognitions
1:30–2:45 pm	Breakout Sessions (choose one) (1.25 CEU) ETHICS FOR THE ASSOCIATION PROFESSIONAL <i>Nabil El-Ghoroury, PhD, CAE</i> LEADERSHIP THROUGH CHANGING NORMS: WHAT STICKS, WHAT SHOULD STICK, AND HOW DO WE MAKE IT STICK <i>Donte P. Shannon, FASAE, CAE</i> LEVERAGE YOUR NETWORK: THE BUCKET LIST CHALLENGE <i>Sara Stehle, CAE, CMP, DES</i>
3:00–4:00 pm	Shared Interest Group Meetings (1.00 CEU)
5:30–6:15 pm	President's Reception (invitation only)
6:30–7:15 pm	"Under the Sails" Reception
7:30–9:45 pm	Dinner & Dessert
9:00 pm	After Dinner Entertainment "Pirate Parley"



Tuesday, May 9

7:00–7:30 am	"Walk the Plank" with Lori Leib, CMP (light exercise activity)
7:30–9:00 am	Breakfast at Your Leisure
9:15–10:15 am	General Session (1.25 CEU) PANEL: WHAT'S IN YOUR EVENT CONTRACT? KNOWING WHAT TO ASK AND PLANNING SMARTLY <i>Justin Beale, Colleen Briley, and Heather Buss, CHSE Moderator: Lori Leib, CMP</i>
10:30–11:30 am	Closing Keynote (1.00 CEU) DO YOU EVEN KNOW ME? HOW CURIOSITY SPARKS LOYALTY AND RETENTION <i>James Robilotta, courtesy of Powell Kohne Associates, LLC</i>
11:30–11:45 am	Closing Remarks and 2024 Annual Conference Host and Venue Announcement



GET DETAILED SESSION DESCRIPTIONS, LEARNING OBJECTIVES, PRESENTER BIOS, CONNECT WITH OTHER ATTENDEES, AND ENGAGE ON SOCIAL MEDIA ON THE OFFICIAL VSAE MOBILE APP, **ENGAGEFULLY**.

Schedule subject to change.

LEARN MORE AND REGISTER AT [VSAE.ORG/ANNUAL](https://vsaе.org/annual)

KEYNOTES



Tip Jar Culture: How Piano Bar Secrets Can Improve The Experience at Work

GREG OFFNER, JR.*

There is a moment in the employee experience when a choice is made. They choose to disengage, or to commit fully. How we handle that moment is critical; yet most organizations have no idea what that moment is. In this program, you'll learn what that moment is, and discover how one simple question flips the script, and enables your organization to create a Tip Jar Culture™ and gain a competitive advantage in the area of employee engagement and retention.

Do You Even Know Me? How Curiosity Sparks Loyalty and Retention

JAMES ROBILOTTA*



The opposite of curiosity is apathy. No organization wants its people to be apathetic towards its community because community ignites loyalty and drives retention. Events are ideal opportunities to authentically connect, reflect, validate, and innovate. In this hysterical and motivational keynote, we will talk about how to ask better questions, change the way we hear people's stories and insights, and adopt the mindset of curiosity. Let's stop the apathy and the assuming and start learning about each other because curiosity creates community.

*Speakers courtesy of Powell Kohne Associates, LLC.

PRE-CONFERENCE ACTIVITIES

All Pre-conference recreation activities are on Sunday, May 7. Registrations are limited. Activities require additional fees. Each activity includes lunch.

GOLF AT THE WOODLANDS (11:00 a.m. – 4:00 p.m.)



The Woodlands is an 18-hole, par 68, 5400-yard golf course with bentgrass greens and Bermuda fairways, and rough. Water comes into play on 11 of the holes and the 52 sand bunkers create surprising challenges on this sometimes underestimated golf course. Only minutes from the attractions of downtown Hampton, The Woodlands, host to the Hampton Amateur and the Peninsula Women's Championship Tournaments, is listed in Golf Magazine as one of "the First 100 Clubs in America", having been originally built in 1916. All levels of players are welcome to join this casual, non-tournament round.

FORT MONROE NATIONAL MONUMENT TOUR (12:00 – 4:00 p.m.)



The Fort Monroe Visitor & Education Center welcomes and orients visitors to Fort Monroe and the local community and provides interpretive exhibits, research, and archival resources. The galleries will tell the profound stories of Captain John Smith, the arrival of the first enslaved Africans, and the culmination of 242 years of slavery as the first contrabands came to Fort Monroe to receive their emancipation. The Casemate Museum chronicles the military history of Fort Monroe from the construction of Fort Algernourne, the first defensive fortification at the site in 1609, through the last major command to be headquartered at Fort Monroe, the Army's Training and Doctrine Command. Stops include Oozlefinch Brewery and Firehouse Coffee.

HAMPTON QUEEN HARBOR TOUR (12:30 – 4:00 p.m.)



Join us aboard the Hampton Queen for an enjoyable, 2-hour, narrated sightseeing cruise. Take in the picturesque beauty of Hampton Roads Harbor and learn about one of the busiest ports on the East Coast from the 1607 founding of Jamestown to the destroyers, submarines, and aircraft carriers berthed at Naval Station Norfolk. The tour will include Hampton's maritime and seafood history, the significance of the Virginia Air & Space Center and NASA Langley in Hampton, Hampton University's legacy, the VA Medical Center, Fort Monroe & Fort Wool's history, the Battle of the Ironclads, and much more.

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Omni Richmond Hotel
Personify
Renaissance Portsmouth-Norfolk Waterfront Hotel
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VisitNorfolk
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V O L U N T E E R

All that's missing is U!

Making A Difference

Applications are now being accepted from members interested in serving on VSAE committees and task forces for the period May 2023–April 2024. **Current volunteers must re-apply.**

How do volunteers serve VSAE?

Volunteers are critical for developing program content for VSAE seminars and conferences, advancing VSAE's diversity, equity, and inclusion initiatives, helping peers earn their CAE, mentoring new members, speaking at VSAE events, engaging members in community service projects, and much more.

How can I benefit from volunteering?

Volunteering allows you to make new connections and expand your professional network, support your association colleagues, develop your leadership abilities, gain knowledge of association practices, raise your profile, and give back to the VSAE community. Volunteering is also good for the mind and soul!

Learn more and apply at [VSAE.org/volunteer](https://vsae.org/volunteer). **The application deadline is March 1.** Contact **Terry Monroe** at terry@vsae.org or call **(804) 249-2234** with questions.



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A More Proactive Approach to Talent Recruitment

Hiring today is a challenge, which means associations can't rely on their standard recruiting process to get the job done. Your new approach must move faster, include constant communication, and have more of a focus on selling your organization.



Question: Our association understands that competition for talent is fierce, but some members of the team are reluctant to make our recruiting process more proactive or even more aggressive. Can you help us?

Answer: You are right—If you want to hire the best available talent, you and your fellow hiring managers need to approach things differently. Here are some suggestions:

It may be time for your organization to totally revamp your recruiting process. Moving quickly from job opening to offer is what you should be doing. I am not suggesting that you cut corners in your hiring process—just move a bit quicker than you have in the past and do a lot of the legwork before a job is open.

For instance, consider proactively building a talent pool of potential applicants so that when a job opening is posted, you have already developed a relationship with people who may be interested in the position. As part of this, also market your organization by sharing the exciting things you are doing and how an applicant's skills would be an asset to your organization.

Be sure your website is up to date. Most job seekers check out your website before deciding to apply. Here's where you can share your

culture, benefits, and anything else that sets you apart. Include a video that highlights the value you place on your employees and how you reward great performances. Your brand is important to applicants—they want to work for organizations they can be proud of, and they want to work where their contributions are valued. Also consider how you post the position on social media, including LinkedIn.

It may be time for your organization to totally revamp your recruiting process.

In addition, make sure your job postings are easy to read on mobile devices. Applicants expect that your hiring process will be available to them on whatever device they choose to use. Make your application process user-friendly as well. Consider allowing applicants to import their LinkedIn Profile or resume directly to your system to shorten the process.

And once you have a strong candidate, move fast. Whenever possible, contact them within 24 hours of receiving their application. Communication is the key to keeping the applicant interested: Your policy should be

to keep in touch via email and text no less than every few days.

This communication should include letting the applicant know more about your hiring process. For example, share that you will be scheduling screening interviews in the next five days, and if their qualifications fit your job criteria, they will be notified. Remind them to check out your website for information on your culture, mission, benefits, and anything else you think they might be interested. Let them know to email with questions at any time.

Staffing today is a challenge. By moving quickly, communicating often, and selling your organization, you will increase your success ratio.

ABOUT THE AUTHOR



Barbara Mitchell is a human resources and management consultant and author of *The Big Book of HR*, *The Essential Workplace Conflict Handbook*, and the newest, *The Conflict Resolution Phrase Book*. She can be reached at achq@asaecenter.org.

The Case for Supporting Non-Star Talent

Although top-shelf workers often get most of the attention, your bubbling-under talent will leave if they feel unappreciated. Associations can play a role in helping them get seen.



An interesting fact: Though there have been more than 20,000 professional Major League Baseball players in history, only 268 players are in the Baseball Hall of Fame. That says something about how difficult it is to be a celebrated star player. But there's a different way to look at that factoid: Though only a small proportion of great talent gets recognized, there's a whole lot of good-to-great talent out there who are more than worthy who are playing the game.

And to shift this back to association-land, that bubbling-under talent may be feeling more frustrated than they ever have been, both in your association's office and among your association's members. In a recent article at MIT Sloan Management Review, a trio of scholars take a look at what's been happening with what they call undervalued employees. In short: They're increasingly frustrated with being seen as underrated.

And increasingly, they have more options to pipe up about their accomplishments. Star performers, the researchers note, tend to make their talents obvious, and employers often work hard to retain those people. Now, thanks to more opportunities to show off their work through social media, newsletters, and elsewhere, undervalued employees can make a better case for themselves. And that can make it easier for them to jump ship. As the article's authors write, the increase in options "could have a particular impact on strong yet previously less visible contributors—the unsung heroes and strong team players who

may not be receiving significant recognition internally."

Which is to say, your underrated talent can now make a better case for their talent, because other employers can now better see it. (Not to belabor the baseball analogy, but this is essentially the premise of *Moneyball*: Get solid, if not standout players that others are neglecting because they're too busy paying attention to stars.)

The authors put some numbers around this by doing some historical research on turnover rates of equity research analysts, finding that turnover in the industry correlates around information available on strong performers. Among their prescriptions is that organizations work to make their employees less poach-able: "amplify workers' talents in ways that other companies can't replicate," they write.

I'd prefer employers simply pay more attention to how workers discuss their skills, and compensate and support them accordingly. But there's another lesson here unique to the association space: Associations can lead as being one of those things workers use to promote themselves. As the authors note, more employers are (for good reason) stepping away from hard-and-fast demands for four-year college degrees and putting more weight on credentials and certificates. We're moving past a time, they note, when "bona fides emerged only from formal educational degree programs and schools or employers with reputable names."

For associations with credentialing and certification programs, especially in industries where they're not absolute requirements, there's a pitch to be made to people: Your employer respects you in part thanks to the education we provide. But the association itself can do its own part to help support members on how to use, promote, and share the accomplishment that the certification represents. And for associations without such programs, that sense of belonging can still matter—it's a relationship worth broadcasting, a way for a member to say they're committed to an industry.

Greatness tends to take care of itself; so, frankly, does the other end of the bell curve. But in the great middle that represents the majority of people you serve, there's an opportunity to better help them advocate for themselves.

ABOUT THE AUTHOR



Mark Athitakis is a contributing editor for *Associations Now*, 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.

EARLY CAREER PROFESSIONALS Q+A



Meet Samantha Walsh, a VSAE member and Vendor Partnerships & Operations Coordinator for Association of Technology Leaders in Independent Schools.

What led you to where you are now?

I was looking for a career that would leverage the professional skills I gained in non-profit volunteer work. It was also important to me to work somewhere with a strong mission that could positively impact a community or industry. My last two organizations were non-profit/not-for-profit and the culture was so much more aligned from the bottom up.

What motivates you at work?

Lately, my biggest motivation has been the amount of interest we are getting, both from prospective members and vendors in the edtech space. Not too long ago we had to explain who we are and who we served and now we are getting approached left and right by people who are excited to join and engage with our community.

What are your career aspirations?

In the next five years, I would like to get my CAE and get into a role geared toward business development. At some point, I would like to spend some time working at an association “hub” in Richmond or Washington DC, but I’m only a year into my career—there’s so much time to get to that. Right now, I’m very much enjoying learning about the industry from the perspective of a small organization.

If you could give advice to other early career professionals in our industry, what would it be?

I would encourage them to be patient with themselves because you’re learning two industries—the business of associations, and the industry that your specific association serves. Subscribe to podcasts from thought leaders in that industry to keep up with potential shifts in culture or technology. Even if you don’t work directly with your

I am part of this year’s ALV program, which has given me a group of association professionals at different stages of their careers that I can add to my network and use for advice.

members, it always helps to have an in-depth understanding of what their needs are.

How has VSAE impacted your career development?

VSAE has been so helpful! My first event was the end-of-summer celebration last July, which was a low-pressure introduction to membership. I am also part of this year’s ALV program, which has given me a group of association professionals at different stages of their careers that I can add to my network and use for advice. In addition, the program itself pulls association veterans to lend their expertise to us.

How can VSAE better serve early career professionals?

Networking events outside of business hours—a Saturday morning or Friday night event for young professionals who can’t necessarily take off in the middle of the work day.

What was the last great piece of advice you received?

“Read as much as you can, all of the time.”

What do you like to do outside of work?

Outside of work, I enjoy spending time exploring the Shenandoah Valley with my husband, reading books, and lately, I’ve picked up watercolor painting.

Do you have any favorite apps that you use for your job?

I am a big fan of Discord, I’m on a coworking server with other people who work remotely. It gives me a little bit of company and light chitchat throughout the day while motivating me to stay on task.

What’s on your music playlist?

JoJo, Fitz and the Tantrums, and Andy Grammer have been my go-to artists. I saw each of them in concert last year and now I’m going to keep listening until I see someone else this summer.

Are you an Early Career Professional?

If you consider yourself an early career professional in the non-profit, association, or hospitality space, you are invited to participate in VSAE’s Early Career Professionals (ECP). Participation with ECP is open to both Executive and Associate members of VSAE, as well as non-VSAE members. Contact **Zach Eisenman** at zach@vsae.org to learn more and to get involved.

WHERE TO BE IN '23!



An opportunity for professional Meeting Planners to bond as they share best practices and experience together the newest ideas in event planning.
6 CAE credits

Meeting Planner Summit
March 23–24
Hotel 24 South



The entire membership comes together for high-caliber educational sessions, networking at receptions and a banquet, and fun activities in the local area.
7 CAE credits

Annual Conference
May 7–9
Embassy Suites Hampton Convention Center



Roundtable and panel discussions to explore the issues unique to owning and working for an Association Management Company.
4.25 CAE credits

AMC Summit
July 11
Hotel Madison & Shenandoah Valley Conference Center



Top-level decision makers focus in on the current challenges and opportunities in leading their association into the future.
9 CAE credits

CEO & Senior Staff Retreat
September 11–12
Kingsmill Resort



Virginia's premiere conference for association executives and meeting planners, offering an Expo with 70+ exhibitors and multiple educational sessions. Approximately 6 CAE credits.

Fall Conference & Expo
October 4–5
Greater Richmond Convention Center and Hilton Richmond Downtown



VSAE's most popular event! Bid on over 100 donated items, then enjoy a luncheon at which the winners of the Awards of Excellence are recognized.

Awards Luncheon & Silent Auction
December 1
Hilton Richmond Hotel & Spa Short Pump

Mark your calendars and learn more at vsae.org/calendar

PARTNER SPOTLIGHT

Dover Hall Experiences is a luxury hospitality company with three uniquely distinct properties. Located near Virginia's capital city, Richmond — Dover Hall, Bartizan, and Seven Lady Vineyards offer amenities and packages that will suit your next corporate event.

Dover Hall is a refined, English Tudor-inspired estate placed elegantly among the rolling hills of Manakin-Sabot, Virginia. The exceptionally grand 38,000-square-foot estate house sits peacefully on 55 private acres in Goochland County's equestrian country. Its unique conversational interior provides the perfect backdrop for your next intimate company retreat or lavish holiday party.

Bartizan, located in Glen Allen's West Broad Village, is adorned with bright and modern farmhouse accents, providing the perfect blank canvas. With premium audio-visual capabilities, 5G WiFi, and ample free parking, Bartizan is the ideal location for corporate meetings, socials, and anything that warrants a celebration of up to 250 guests!

Seven Lady Vineyards, coming soon in 2023, is the newest addition to the DHE family! This west coast-style Tasting Room will be located on the exquisite Dover Hall property. With premium wines hand-selected from the world's most notable regions, indoor and outdoor event spaces, and impeccable service, your next affair will be a turnkey, seamless success.

All Dover Hall Experiences properties provide in-house artisan culinary and beverage programs. Our incredibly talented Catering Team will create a high-touch and elevated culinary experience for your corporate event - from passed canapés to elegant dinners and curated bar packages. All of our properties provide the equipment and staff necessary to execute your event, saving you valuable time and investment.

Plan confidently knowing that we will handle the set-up and breakdown of our tables, chairs, linens, glassware, flatware, etc! We take great pride in ensuring that when you host with us, you receive high-touch and hospitable service. Our experienced Sales

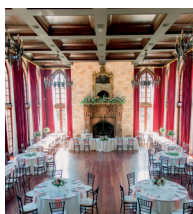
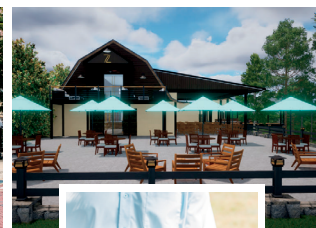
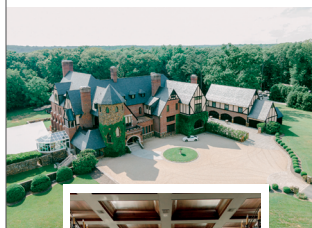


Team and Event Managers can't wait to assist you every step of the way. Inquire today at **(804) 784-6051 x1** or via our websites below.

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AROUND THE COMMONWEALTH



Jeanette Gass, CAP, CNP, CVEP, DES now has a new position of Senior Program Manager, Global Market Development at the International City/County Management Association.

Devon Possanza, CMP and **Amy Sales, CMP** have both been named Vice Presidents of **Easter Associates, Inc.**

Jennifer Milota-Boehm and **Sandra Harrington** have joined as Associate Directors at **Easter Associates, Inc.**

WELCOME NEW MEMBERS

EXECUTIVES

Lamees Abourahma, MBA, MMath, B.Sc.
*Recruitment Process
Outsourcing Association
Richmond*

Sheryl Chasse, CPIA
*Professional Insurance Agents of VA
Glen Allen*

Pam Grove
*Unified VA Chiropractic Association
Afton*

Kim Hsieh
*National Alliance of State
Pharmacy Associations
Richmond*

Diana Kane
*AIHA
Leesburg*

Jennifer Milota-Boehm
*Easter Associates, Inc.
Richmond*

Christina Sandridge
*Easter Associates, Inc.
Charlottesville*

Heather Stagliano, DHS
*Council on Podiatric
Medical Education
Bethesda, MD*

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President

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President Elect

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Abby Tammen, CAE
Secretary

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Immediate Past President

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Craig Toolson, CAE
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2924 Emerywood Parkway
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FAX: (804) 747-5022
info@vsae.org
vsae.org

Terry Monroe, MBA, CAE
Editor

Lorraine Meade
Content, layout, and design

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

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To ensure you receive important communication from VSAE, including membership renewals, event announcements, our bi-weekly e-newsletter and more, add vsae@memberclicks-mail.net to your list of contacts or add it to your whitelist. Contact Zach at zach@vsae.org if you need assistance.

INVEST IN YOUR FUTURE—THERE IS STILL TIME TO JOIN THE CAE STUDY GROUP



The VSAE CAE Study Group is now forming for members interested in studying for the certified association executive (CAE) exam in May.

The Spring CAE Exam Study Group begins **Tuesday, February 21** and meets virtually for 9 weeks, ending in time for the exam in May. This is a group facilitated by current CAEs. Candidates who fully participated in a VSAE Study Group have had excellent pass rates. The study group is free for VSAE members, but registration is required.

For more information and to register, visit vsae.org/cae-study-groups. If you have any questions, please contact **Terry Monroe** at terry@vsae.org or (804) 249-2234.