



— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

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March 2023



## BUILDING MEMBER VALUE IN A POST PANDEMIC WORLD

THURSDAY, APRIL 13  
BAR-TI-ZAN

Join us on **Thursday, April 13** at **Bar-ti-zan** for a seminar, networking reception, luncheon, and presentation by Pete Zimek, CEO of NoviAMS. Pete will take a deep dive into how the pandemic has affected VSAE and how associations are emerging from the pandemic to serve members in smarter, leaner, and more mission-focused ways. We'll start with an examination of membership trends and finish with a group discussion of the paradigm shifts needed to create the future.

After attending this session, participants will be able to identify the leadership traits that

served their organizations well during the pandemic and how they may continue to spark innovation moving forward; think more creatively and more intentionally when developing everyday member outreach programs; and recenter members and membership staff on the “why” of the organization.

The seminar will also be available in a virtual format.

[Learn more and register at vsae.org/seminars](https://vsae.org/seminars)

## Curiosity Creates Community

by James Robilotta, Annual Conference Closing Keynote Speaker

On a flight from DC to Syracuse I met Arlene. She is a spitfire of a 60 year old who could run laps around me with her fun energy. Arlene is the middle child of five – all girls. I learned about her Dad, her job, her love of travel, and her heart. She told me she waited until she was 45 to get married because she was too busy living and loving life. A sentiment that made a huge impact on me because at the time I was in an unhappy marriage. She told me about her husband who is a good man but doesn't like to travel so she is ditching him to go see all the spots in Europe she has wanted to see. Nothing stands in her way and it is awesome. When we got off the plane we hugged it out and thanked each other for the great questions and the flight friendship.

Friends, I do not share this story with you because there is a surprise plot twist that Arlene is an Association Executive. She is not. I share this 95-minute interaction with you because Arlene is a fellow human being. Arlene is deserving of being learned about. Arlene is more than our snapshot assumptions would have us believe. I share this story because curiosity creates community.

The human brain is a brilliant pattern creator. Think about all of the things you do on a daily basis that you do not have to really think about because they are routine. The direction you put toothpaste on your toothbrush, how you eat your cereal, and how you can find your way

*continued on page 7 >*

### DON'T MISS IT!

## SEMINAR WITH LUNCH

Thursday, April 13  
Bar-ti-zan

#### 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

THURSDAY–FRIDAY,  
MARCH 23–24

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FRIDAY, MARCH 24

AMC SIG

Virtual

MONDAY–TUESDAY,  
MARCH 27–28

ASAE American  
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Associate Member SIG  
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# Leadership reflections



Terry Monroe, MBA, CAE  
VSAE Executive Director

## Age Is More Than Just a Number

You know you're getting old when...I'm betting that each of you reading this—regardless of your age—has an answer. When we think of age, we're reminded of the physical aspects and the words of Mick Jagger, "what a drag it is getting old." But it's important to understand there are considerations beyond physical aging. These include how we feel about ourselves, our connectedness with society, and how we are treated by society.

Age in the workplace was the kickoff topic in February as part of the Workplace Inclusion Network series—a new partnership between VSAE and the Virginia Center for Inclusive Communities (VCIC). Dr. Jenny Inker, Assistant Professor & Co-Director, Assisted Living Administration Specialty Area, VCU, noted how ageism is all around us, from advertisements to comments to perceptions of ourselves and others. As workplaces include employees from multiple generations, she emphasized the importance for organizations and their leaders to understand and address ageism, and to include age as a part of their inclusion strategy.

One interesting part of the conversation dealt with generational stereotypes. Participants were asked to identify traits they associated with different generations. Rather than devolving into a new round of "ok boomer" vs. "snowflake" sparring, what came out of the conversation was hopefully a better appreciation that generational differences need not by themselves be generational barriers, and that each generation has something to contribute and learn from one another.

As importantly, we need to change the way we think about ageism. It is not something limited to older workers. According to a November 2020 article from *Harvard Business Review*, "Am I Old Enough to Be Taken Seriously?," young adults are more likely to report experiencing ageism at work than their middle-aged and older counterparts. Among the author's recommendations is to start or join a working group for young professionals.

"...there are considerations beyond physical aging. These include how we feel about ourselves, our connectedness with society, and how we are treated by society."

As discussed in prior columns, VSAE is committed to inclusiveness across generations and career levels. As we move into VSAE Spring conferences and events, the spirit of inclusiveness and learning across generations is on display. At the Annual Conference we'll celebrate the graduates of the 2022-2023 Association Leadership Virginia cohort. They will be joining a growing ALV alumni community, three of whom currently serve on the VSAE board of directors.

In addition, **Lucy Firebaugh** and **Laiya Rollins**, members of the current ALV cohort and co-chairs of the Early Career Professionals, are featured on the latest episode (#5) of the VSAE *ConneXions* podcast ([vsae.podbean.com](http://vsae.podbean.com)). If you haven't done so already, I encourage you to listen to their episode. Lucy and Laiya share their experiences as newer VSAE members, notably the encouragement and support they've received from so many of you. As Laiya notes, "to have someone that's already had the hard times, and that's gone through the struggles and roadblocks, to guide you through....it makes it very easy to know that you're not alone." And for the mentor, there is the benefit of knowing that "I'm able to help someone else the same way that I've been able to be helped".

To those VSAE members who are in the early stages of their association journey, whether it be working for an association or AMC, or new to the hospitality and association support industries, please consider getting involved with the Early Career Professionals. In Lucy's words, "(N)etworking and just connecting with people who are in a similar career stage as you is so beneficial...(I)t's a safe space to be around others who are like you."

As association professionals and as a VSAE community, I look forward to advancing our inclusion initiatives and charting a new course that recognizes and embraces the talents, experiences and knowledge of our multigenerational workforce in making our organizations and community the best they can be and in developing and setting an example for others.

# VSAE 2023 ANNUAL CONFERENCE

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

Schedule subject to change.

## 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.

## 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) <b>TIPJAR CULTURE: HOW PIANO BAR SECRETS CAN IMPROVE THE EXPERIENCE AT WORK</b> <i>Greg Offner, Jr., courtesy of Powell Kohne Associates, LLC</i>
10:30-11:45 am	Breakout Sessions (See descriptions on next page.) (1.25 CEU)
12:00-1:15 pm	Lunch, 2023-2024 Board Installation, ALV Graduation, and CAE Recognitions
1:30-2:45 pm	Breakout Sessions (See descriptions on next page.) (1.25 CEU)
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
7:30-9:00 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 (See description on next page.) (1.25 CEU)
10:30-11:30 am	Closing Keynote (1.00 CEU) <b>DO YOU EVEN KNOW ME? HOW CURIOSITY SPARKS LOYALTY AND RETENTION</b> <i>James Robilotta, courtesy of Powell Kohne Associates, LLC</i>
11:30-11:45 am	Closing Remarks and 2024 Annual Conference Host 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.**



# SESSIONS

## MONDAY MORNING BREAKOUT SESSIONS | 10:30 TO 11:45 AM

### **BUILDING BETTER BOARDS: BUILDING GOVERNANCE EXCELLENCE** | Lowell Aplebaum, FASAE, CAE, CPF

The efficacy with which our boards work together directly impacts an organization's ability to advance its mission. Particularly this year, as we emerge from a time of virtual and distance, we have new volunteer leaders who may have never had time with their board members, making it harder for the board to feel like a team. This session will time explore the differences between a board orientation for new board members, a board refresh for returning, and a board onboarding for the team as a whole. Session attendees will walk away with new ideas and practical approaches on how to structure their board for greater success as individual leaders and together as a unit.

### **LOVE 'EM OR LOSE 'EM! ONBOARDING WITH INTENTION FOR RETENTION** | Jenn Norma, CAE

You got a new member. Now what? The number one reason why members lapse is "lack of engagement with the organization." So how do we onboard new members in a way that engages them early and at the right frequency? Learn the strategies for-profit tech use companies use to perfect the art of onboarding and how this translates to your new members. Attendees will walk away with sample onboarding projects, email cadences, and retention ideas to take back and use immediately.

### **WORK SMARTER, NOT HARDER: TIPS AND TOOLS TO POWER YOUR PRODUCTIVITY** | Shameka Jennings, MTA, CAE, CMP

If there's anything people struggle to achieve it is better productivity. However, being more productive isn't rocket science. The key is to work smarter, not harder. As the saying goes, "it's not the number of hours you put into work, it is the amount of work you put in those hours." In this session, we compiled productivity tips and tools to help you in your day-to-day work. You'll find shortcuts to speed up routine tasks, tools to enhance your workflow, as well as ideas to stay organized, improve communication with your team, and power your productivity.

## MONDAY AFTERNOON BREAKOUT SESSIONS | 1:30 TO 2:45 PM

### **ETHICS FOR THE ASSOCIATION PROFESSIONAL** | Nabil El-Ghoroury, PhD, CAE

In an era of increasing distrust in societal structures, ethics is becoming more and more important for associations and the professionals who run them. This session will provide an introductory overview of ethics for the association professional. In this session, attendees will recognize the difference between ethical, legal, and moral issues. Three examples of ethical challenges in association management will be reviewed. Finally, attendees will learn at least 3 strategies for managing ethical issues. This session is intended to meet the one-hour ethics requirement for association professionals seeking or renewing their CAE.

### **LEADERSHIP THROUGH CHANGING NORMS: WHAT STICKS, WHAT SHOULD STICK, AND HOW DO WE MAKE IT STICK**

| Donte P. Shannon, FASAE, CAE

The pandemic forced associations to embrace a dynamic, yet uncertain world. In many ways, this global crisis fundamentally changed how we now operate in our organizations to simply remain relevant. Now that we've sustained new ways of working, including adjustments to leadership styles, tackling diversity, equity, inclusion, and social justice issues, let's explore how to level set what change needs to look like in the future.

### **LEVERAGE YOUR NETWORK: THE BUCKET LIST CHALLENGE** | Sara Stehle, CAE, CMP, DES

Your network is a valuable tool that can be used for more than just job recommendations. Have you ever leveraged your network to make new connections, get to a certain location in the world, or met someone you really wanted to meet? This session incorporates the tools to leverage your network while going through a fun and interactive exercise on how you can do just that. Attendees will work together to make one (or more!) person's bucket list dream become a reality, all while learning the importance of using your network to your advantage.

## TUESDAY MORNING GENERAL SESSION | 9:15 TO 10:15 AM

### **PANEL: WHAT'S IN YOUR EVENT CONTRACT? KNOWING WHAT TO ASK AND PLANNING SMARTLY**

| Justin Beale, Colleen Briley, and Heather Buss, CHSE Moderator: Lori Leib, CMP

With the return of in-person events, association executives and planners are discovering that event contracts are often not what they used to be. The hospitality industry continues to deal with the after-effects of COVID, rising supply costs, and persistent staffing shortages, while associations are finding it more difficult to project future meeting space and food and beverage minimums, and room block requirements in a post-pandemic world.

In this uncertain and rapidly shifting environment, how can associations smartly contract for future events? Our panel of experts will discuss key contract components (e.g., attrition, cancellation, food & beverage, additional fees) and how to negotiate in a way that protects your organization's interests while ensuring a memorable experience for your attendees.

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# Cultivating Employee Engagement

by Gregory Offner, Annual Conference Opening Keynote Speaker

Association executives play a critical role in managing and leading professional associations across a wide range of industries. In order to succeed in this role, it is essential that they have a highly engaged workforce. Employee engagement is a critical aspect of any successful organization, and is particularly important in the association executives profession. Below, we will explore the importance of employee engagement, its impact on the success of association executives, and offer some actionable takeaways and areas of focus for VSAE members to consider..

First and foremost, employee engagement is essential for creating a positive and productive work environment. Association executives are responsible for managing a wide range of stakeholders, including members, vendors, and other industry professionals. In order to effectively manage these relationships, it is essential that they have a highly engaged workforce. Engaged employees are more likely to be productive, proactive, and committed to the success of the organization. High levels of engagement foster a positive and productive work environment, which can have a positive impact on the overall success of the association.

In addition to creating a positive work environment, employee engagement can also lead to increased innovation and creativity. Association executives are often tasked with developing new programs, events, and initiatives that can help drive the success of the organization. Engaged employees are more likely to be creative and innovative, which can help generate new and unique ideas that can be used to propel the organization forward. This level of innovation and creativity can help association executives stay ahead of the curve and provide more value to their members.

Employee engagement is most often found within a culture of accountability and responsibility. Association executives are often held to a high standard of performance and are expected to deliver results on a regular basis. Engaged employees are more likely to take ownership of their work and be accountable for their performance. This level of responsibility can help ensure that the organization is meeting its goals and objectives, and can help create a culture of accountability and transparency.

*continued >*

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Finally, employee engagement is essential for retaining top talent in the association executives profession. In order to succeed in this role, it is essential that association executives have a highly skilled and motivated workforce. Engaged employees are more likely to stay with the organization long-term, which can help create a stable and sustainable workforce. This level of retention can help ensure that the organization is able to achieve its long-term goals and objectives.

**Actionable Next Steps:** In order to create a highly engaged workforce, there are several steps that association executives can take. First and foremost, they should prioritize communication and transparency. Employees are more likely to be engaged when they feel that they have a clear understanding of the organization's goals and objectives. Association executives should also prioritize professional development and provide employees with opportunities to learn and grow within the organization. This can help create a sense of purpose and fulfillment among employees, which is essential for engagement.

#### **ABOUT THE AUTHOR:**

**Gregory Offner** is a performance expert who believes that better people are better for business. Based in Philly, he is frequently called on to deliver conference headlining keynote speeches, and lead workshops for organizations around the globe. Learn more at [gregoryoffner.com](http://gregoryoffner.com).

#### **Curiosity**, continued from page 1 >

to the bathroom in the dark, are just a few examples. You do not have to think about any of those anymore, they are solidified patterns.

We also have patterns with the people we see on a regular basis. Some people we are super excited to see because we know the conversations we have with them leave us in a better place. Others when we see them we have to take a deep breath and give ourselves a mini pep talk because they spike our nerves.

No matter what your patterns are with others, it is important to remember assuming is easier than learning. But just because something is easier, does not make it right.

Arlene was a stranger and we built community not because our headphones were broken, but because we made the decision to care. We then leaned in by asking follow-up questions and by saying things like, "tell me more about that."

Curiosity is a choice. You know you have chosen curiosity if during a conversation you find yourself asking a question because you want to hear the answer, not because you want to eventually answer the same question. You know you have chosen curiosity if after you leave someone you think to yourself, "this person thinks/looks/believes/votes/loves differently than I do and after listening to what matters to them I respect them and have a greater understanding of another way of looking at life."

Curiosity creates community. Curiosity is a choice. Are you making it?

#### **ABOUT THE AUTHOR:**

**James Robilotta, CSP**, is a professional speaker, emcee, improv comedian, and author of *Leading Imperfectly*. His hysterical and motivational keynotes about retention and company culture center around the themes of curiosity, authenticity, and leadership. Learn more at [jamestrobo.com](http://jamestrobo.com).



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## HILTON NORFOLK THE MAIN

bar are a signature specialty. An extensive raw bar will showcase the region's finest oysters, clams and shrimp, along with seasonal 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.

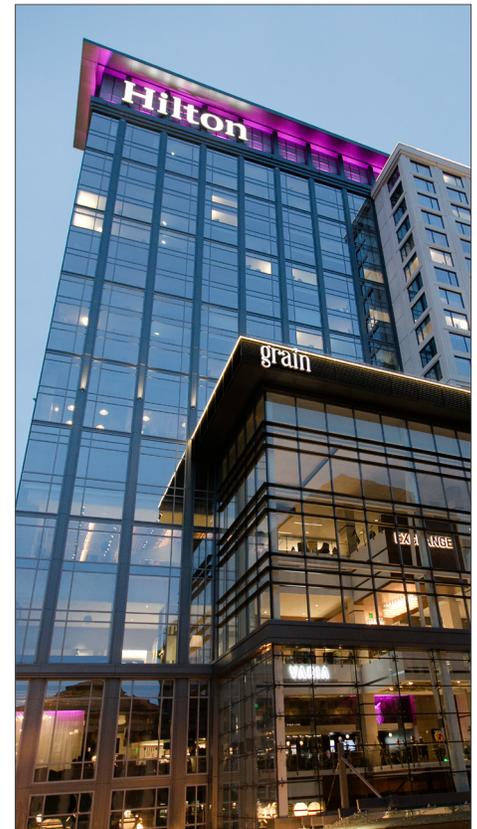
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### GRAIN

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.



## CONTACT:

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The advertisement features a large background image of the Hilton Norfolk The Main building. Overlaid on this is the Hilton logo and the text "NORFOLK THE MAIN". Below the logo, the headline "MEETING PLANNER TESTED, ATTENDEE APPROVED" is written in large, bold, white letters. At the bottom left, there is a small circular logo for "THE MAIN". At the bottom right, there are three small inset images: the first shows a large meeting room with blue chairs and a stage; the second shows a restaurant interior with a bar and food; the third shows a large ballroom with round tables set for a dinner event. At the very bottom, there is a call to action: "CALL 757.763.6262 OR EMAIL INFO@THEMAINNORFOLK.COM TO LEARN MORE" followed by the hotel's address and website.

# LET'S RECAP!



## Association Leadership Virginia

On Wednesday, February 15, the ALV cohort met in the Williams Mullen building in downtown Richmond for Session #4. Advocacy was the theme of the day, and with the Virginia General Assembly in full swing, it proved quite topical. Topics discussed included lobbying and an overview of the Virginia legislative process. Guest speakers included **Brandon Robinson** from the Associated General Contractors of Virginia Inc., **Samantha Kenny** with the Richmond Association of Realtors (both ALV graduates!) and **Doug Gray** from the VA Association of Health Plans. The next session is Thursday, March 30. The topic is Volunteer and Program Management and is being hosted at the offices of the Virginia Bankers Association.

## March Seminar with Lunch

On Thursday, March 2nd, VSAE members and guests gathered at the **Hilton Richmond Downtown** for the 2023 March Seminar with Lunch. The event began in the morning with an educational session led by Moira Lethbridge, M. Ed. Moira 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. Since 2020, she has also served as an Executive-In-Residence at the Richmond MBA program at the University of Richmond. Moira's session was titled, "The Advantages of Diverse Leaders: A Unique Leadership Approach" and covered topics such as the unique leadership opportunities



and challenges facing women professionals, how to identify your "Zone of Genius" to lead with greater clarity and purpose, and ways to build a supportive peer network.

Congratulations to **Brad Eure** of **Eure Consulting** (pictured above) for being the raffle prize winner benefiting Safe Harbor.

With over 45 seminar attendees and almost 100 attendees for the reception and luncheon, this event marked one of our highest attended monthly events since pre-COVID. We appreciate everyone taking time out of their busy schedules to learn, network, and reconnect with VSAE members and colleagues, old and new.

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#45 in the Country



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[independencegolfclub.com](http://independencegolfclub.com)

## Communications & Marketing SIG

The Communications & Marketing SIG is now the Membership, Marketing, & Communications SIG! And we were excited for the great turnout for our inaugural meeting – thank you to all who participated! This first meeting was an open discussion on issues facing the participants, starting with a great discussion on ChatGPT. The group discussed the potential uses and disruptions to the association space. The attendees also discussed in person vs. virtual meetings and the pros and cons involved with both. And finally, we ended the discussion with ideas for new member onboarding, including offering new member Zoom meetings to answer any questions they may have and to learn more about why they joined. We'll see you in May at the Annual Meeting!

## PARTNER SPOTLIGHT

Meetings aren't ordinary at Colonial Williamsburg Resorts. Here, you're inspired to create change with modern features and timeless surroundings that enable extraordinary events. With our unique hotels and amenities, food and beverage offerings, and exciting entertainment and activity choices, your event will be unique, successful and memorable.

### MORE SPACE. MORE SUCCESS

Colonial Williamsburg Resorts offers a collection of event venues perfect for meetings, social outings, and experiences customized to meet your every desire. From intimate to grand, our immaculate event spaces can accommodate 18 to 1,400 attendees. With more than 100,00 square feet of flexible event space, we are sure to have the perfect venue for your group.

### A WORLD-CLASS COLLECTION

Elevate your events with our outstanding assemblage of iconic destinations. The Williamsburg Lodge, an Autograph Collection hotel, beautifully blends southern hospitality and modern amenities. The epitome of elegance, the Forbes Travel Guide Five-Star, AAA Five Diamond Williamsburg Inn offers luxurious venues and upscale service. At the Williamsburg Woodlands Hotel & Suites, the conference center offers an exclusive retreat atmosphere with unique breakout spaces conveniently located near the Historic Area, with an enhanced breakfast included. If you're seeking a more quaint atmosphere, you can stay at one of our historic Colonial Houses or discover the spacious guest rooms and natural beauty of the boutique Griffin Hotel.

### TASTE THE TRADITION

Cuisine is king at Colonial Williamsburg Resorts. Our award-winning culinary team has created a delicious array of banquet menu offerings – guaranteed to satisfy any palate. From our southern-inspired meals to our specialty breaks and bars, we work with you to design the perfect culinary experience for your event. We feature more than on-site restaurants, bars, and lounges—you'll find historic dining taverns, a historic bakery, and cafés located throughout the resort

campus, as well as unique dining events and cooking demonstrations at our Taste Studio.

### STAY ENTERTAINED

At Colonial Williamsburg Resorts, you'll be surrounded by exciting attractions and activities to keep your group entertained and engaged. Our world-renowned golf club, Golden Horseshoe, features two championship-level courses and an executive course to challenge players of every skill level. We also offer a world-class 30,000 square-foot spa and fitness center, four pools (one indoor), and eight tennis courts to stay fit during your trip. Authentic 18th century taverns and 40 boutique shops and dining options in Merchant's Square are within walking distance, or accessible by our shuttle. And when it's time to kick up the fun, take your team on a pub crawl, book a historic area ghost tour, add a fife and drum performance, or book one of our nation builders to address the group

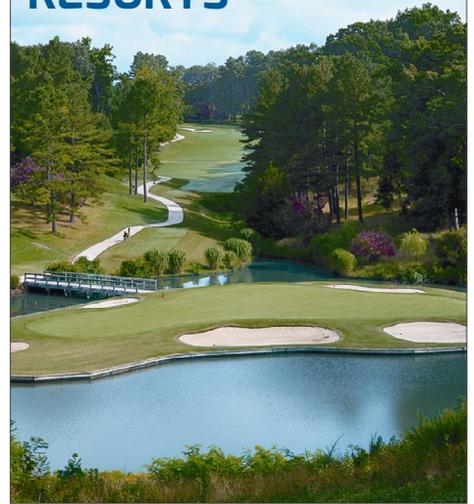
### SPECIAL EVENTS

Join us for special seasonal dining and commemorative events throughout the year.

### MAKE AN IMPACT

When you stay with us, you're helping support The Colonial Williamsburg Foundation's mission to help maintain

## COLONIAL WILLIAMSBURG RESORTS



and preserve these iconic sites so they may continue to be enjoyed by generations to come. Receive your two complimentary tickets today when booking at any of our official Colonial Williamsburg hotels.

### CONTACT:

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**Colonial Williamsburg Resorts**

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All proceeds from resort stays support  
The Colonial Williamsburg Foundation  
educational mission and historic preservation.

# Discover

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[cwresorts.com](http://cwresorts.com) to learn about discounted  
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# AROUND THE COMMONWEALTH



Sally Noona, CMP of Virginia Beach CVB was nationally recognized & awarded by *Smart Meetings* as one of 2023's Smart Woman in Meetings for her many contributions as a leader in the meetings industry. Read more by scanning the QR code to the right.



Helen Mosher, CAE is now the Vice President of Communications and Membership for the Council on Social Work Education in Alexandria, Virginia.

## WELCOME NEW MEMBERS

### EXECUTIVES

**Hannah Hedden**  
VA Bankers Association  
Glen Allen

**Gail Queen**  
VA Bankers Association  
Glen Allen

**Robyn Sordelett**  
VA Victim Assistance Network  
Henrico

**Martina James**  
Bellatrix Consulting Group  
Richmond

### ASSOCIATES

**Kathryn Powers**  
Personify  
Severna Park, MD

**Holly Hoover**  
Boar's Head Resort  
Charlottesville

**Mary Allen**  
Personify  
Boone, NC



### NORFOLK, VA: THE PERFECT MATCH FOR MEETINGS

Have you met your match yet—the one that sparks a connection, the one that's got everything you need and the one that you just know deep down is the right choice? By the way, we're not talking about a match for love; we're talking about a match for meetings.

Finding the right destination for professional groups to gather isn't as simple as it seems. You need all the expected amenities: adequate meeting and convention options plus space for breakout sessions, not to mention plenty of hotel accommodations. You need the convenience of a location that's easy to travel to via highway, Amtrak or airplane. Finally, you need a place that's worth the journey, a locale that's bursting with irresistible charm, unmatched arts and culture and a simply craveable culinary scene. In short, you need to meet in Norfolk. Centrally located on the Eastern Seaboard, Norfolk is only hours from two-thirds of the

U.S. population, making getting here and meeting here extremely convenient, not only for your travel needs but for your budget as well.

We're a vibrant, urban destination with 144 miles of shoreline waiting to be explored. You can feel the southern hospitality and creative grit when walking around Downtown which is full of entertainment, shopping, attractions and cuisine. Generous accommodations abound with over 5,000 hotel rooms and more than 500,000 square feet of total meeting space. Many of the city's celebrated cultural centers and arts facilities—including Nauticus and Battleship Wisconsin, the Virginia Zoo, Chrysler Museum of Art and Norfolk Botanical Garden—double as alternative event venues. All of this, and much more, await your arrival in the heart of the Virginia waterfront.

Keep on reading to find out why so many meeting planners fall in love with Norfolk, Virginia and why it may just be the match you've been missing. [Read More](#)



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