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PRESS

March/April 2025



Flying High—How to Live a Bucket List Life

by Kenyon Salo, Keynote Speaker at VSAE's Annual Conference

I knew that it would go one of two ways.

Either it would be the greatest, most daring and courageous sporting success of my life... or the NFL would cut to commercial because things had gone horribly wrong. That was the mental challenge circling around in my head over and over again — much like the plane we were flying in 5000 feet above the Denver Broncos Stadium as kickoff approached.

Ever since I had learned about the Broncos Skydive team, it had been at the very top of my bucket list. With 15 years in the sport and over 4000 skydives at the time, I had an eager desire to be on the most prestigious skydive demonstration team in the world.

It had all started many months prior when I went to the owner of the Drop Zone in Denver and said, “Hey, what do I have to do to be on the team?”

“You’re going to have to train.”

I replied, “OK!”

“You’re going to have to be here for every game.”

I boldly proclaimed, “Done deal!” And followed it up with, “What else do I have to do?”

Then he got really serious and told me,

“You have to be able to land perfectly every single time no questions asked — no matter what the conditions are. You need to have the ability to handle lots of turbulence, along with navigating the crowd noise, the pressure of executing this demo... time and time again with absolute precision.”

Unable to contain my excitement, I exclaimed, “I’m up for the challenge!”

I trained all summer long. Jump after jump. Practice after practice. Perfect landing after perfect landing into the open area at the Drop Zone.

About a third of the way through the NFL season I was given the opportunity to practice diving into the empty football stadium. That in itself was simply amazing. But the real goal had not yet been achieved.

continued on page 8 >

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SUNDAY, MAY 4 –
TUESDAY, MAY 6
The Hotel Roanoke
& Conference Center

SEE PAGES 5-7
FOR DETAILS!

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FRIDAY, MARCH 28
Virtual

AI SUMMIT
WEDNESDAY, JUNE 4
VA Society of CPAs
Learning & Innovation Center

AMC SUMMIT
TUESDAY, JULY 15
The Publisher Hotel

SIG-A-PALOOZA
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Leadership reflections



Shannon McCabe, CAE
VSAE President

It's hard to believe how quickly this year has flown by. It feels like just yesterday I was stepping into the role of President, and now, here I am, writing my final leadership column. This past year has been an incredible journey, not just for me, but for our entire association community. I continue to be inspired by the energy, dedication, and collaboration that define this organization.

Over the past year, we have continued to elevate our profession through meaningful education, networking, and a renewed commitment to supporting one another. A major highlight has been the work done as part of our new Strategic Plan to strengthen VSAE's governance and programming. The Governance Task Force, co-chaired by **Carter Lyons** and **Susan Park**, has done an outstanding job developing Committee and SIG Charters, ensuring our volunteer leaders have clear direction and purpose. Likewise, the Fall Conference Task Force, led by **Megan Williams**, has worked diligently to reinvigorate one of VSAE's most important event offerings. Their efforts will have a lasting impact, and I am deeply grateful for their leadership.

As I write this, VSAE members at the March meeting have just voted to elect the 2025-2026 Board, with my dear friend **Abby Tammen** set to serve as President. I have full faith and trust in Abby as an incredible leader who will continue

Looking Back, Looking Ahead

to propel VSAE forward. Her passion, expertise, and commitment to this community will serve our association well, and I look forward to seeing all she will accomplish in the year ahead.

As you know, another significant transition is on the horizon, with our trusted Executive Director, **Terry Monroe**, recently announcing that he will be stepping down at the end of September. (See page 14.) It has been an absolute privilege to work alongside Terry - his leadership, steady guidance, and unwavering dedication to VSAE have been instrumental in our success. He will be greatly missed in this role, but I have full confidence in Zach and the team at Eisenman & Associates to find the right person to continue VSAE's strong trajectory.

Leadership is never a solo act, and I want to extend my deepest thanks to the Board, our committees, our dedicated staff, and every VSAE member who makes this association such a valuable place to belong. Your insights, enthusiasm, and willingness to collaborate have made this an unforgettable experience.

As I pass the torch, I do so with gratitude and excitement for what's ahead. VSAE's future is bright because of the incredible professionals who make up this community. Thank you for the opportunity to serve - it has been a privilege, and I look forward to remaining engaged in the years ahead!

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FOR THE VSAE CONFERENCE MAY 4-6, 2025

The Hotel Roanoke & Conference Center is excited to introduce a new era for Virginia's association community at the VSAE Annual Conference, May 4-6, 2025! This year's event will be an incredible opportunity to connect, learn, and celebrate together.

As we gather, we want to remind you of the beautifully renovated guest rooms, designed with comfort and style in mind. And to make your stay even more special, the hotel has unveiled the brand-new Spa at Hotel Roanoke, offering the perfect way to relax and recharge after a full day of networking and learning.

We can't wait to welcome you—see you in May!

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Schedule subject to change.

Sunday, May 4

12:00-4:00 pm	Pre-conference Activities
12:00-4:30 pm	ALV Session
5:00-6:00 pm	New Member and First-Time Attendee Mixer (invitation only)
6:00-7:30 pm	Opening Reception
7:30 pm	Dine on Your Own



Monday, May 5

7:00-8:15 am	Breakfast
8:15-8:30 am	Opening Remarks
8:30-9:30 am	OPENING KEYNOTE: THE BUCKET LIST LIFE
9:45-11:00 am	Breakout Sessions <ul style="list-style-type: none"> • Maximizing Membership Engagement through Strategic Marketing and Communications • The Value of Conducting an Association Competitive Analysis • Workforce Challenges Through a Dual Lens
11:15 am-12:45 pm	Luncheon, 2025-2026 Board Installation, ALV Graduation
1:00-2:15 pm	Breakout Sessions <ul style="list-style-type: none"> • Strategies for Successful Career Management • Building Stronger Together: Strategic Alliances for Association Success • Tech Stack Essentials for Small Staff Associations
2:30-3:30 pm	Breakout Sessions <ul style="list-style-type: none"> • High-Impact Meetings Without Breaking the Bank • Legal Considerations for an Association's Code of Ethics
3:30-4:30 pm	Shared Interest Group (SIG) Meetings
5:30-6:15 pm	President's Reception (invitation only)
6:30-7:30 pm	Pre-Dinner Reception
7:30-9:00 pm	Dinner & Dessert
9:00 pm	After Dinner Entertainment

Tuesday, May 6

8:00-9:00 am	Breakfast at Your Leisure
9:00-10:15 am	CLOSING KEYNOTE: UNSTOPPABLE COURAGE—SHATTERING LIMITATIONS AND DARING TO THRIVE
10:30-11:30 am	General Session Inspiring Bold Leadership & Creating Engaged Employees
11:30-11:45 am	Closing Remarks and 2026 Annual Conference Host and Venue Announcement

REGISTER AT [VSAE.ORG/ANNUAL](https://vsa.org/annual)

KEYNOTE & BREAKOUT SESSIONS

OPENING KEYNOTE

The Bucket List Life

Kenyon Salo*

Get energized with Kenyon Salo, as he shares his three simple concepts of living "The Bucket List Life". During this highly energetic and engaging presentation, you will learn how to create phenomenal experiences, share powerful stories, and help others along the way.

BREAKOUT SESSIONS

Maximizing Membership Engagement through Strategic Marketing and Communications

Whitney Meyerhoeffer, MPA, CAE

Kelsea Watson, CAE

In today's competitive landscape, associations need a robust membership strategy that prioritizes not just growth, but engagement and retention. During this session, we'll explore the critical connection between member engagement, strategic marketing, and effective communication, offering practical strategies and real world examples to maximize your impact.

The Value of Conducting an Association Competitive Analysis

Bruce Rosenthal

In today's dynamic environment, associations face intense competition for the attention and investment of sponsors, members, exhibitors, and advertisers. Gone are the days when

associations were the sole source for networking, education, and industry connections. The rise of search engines, artificial intelligence, virtual meetings, social media, and online advertising has opened alternative pathways for stakeholders to connect, learn, and market. This session will equip association professionals with the tools and insights needed to understand the competitive landscape, prioritize areas for differentiation, and leverage findings to achieve greater impact and sustainability.

Workforce Challenges Through a Dual Lens

Patrick Glaser, M.A., MPA

In this interactive session, association executives will explore workforce challenges through a unique dual lens, examining how labor market disruptions impact both association operations and their represented industries. Through expert insights, real-world case studies, and facilitated peer discussions, participants will gain a comprehensive understanding of today's most pressing workforce concerns and their cascading effects across different sectors.

Strategies for Successful Career Management

Jennifer McCluskey, PCC, M.Ed.

In this workshop, we will uncover the essential components of successful career management, including Professional Values Identification, Iterative Self-Discovery, Personal Brand Management, Effective Networking, Expanding

Your Career Comfort Zone, Agile Career Pathing. This workshop incorporates interactive discussion, opportunities for self-reflection, and activities that will enable participants to leave with a tangible action plan, measurable next steps, and additional resources to help them immediately start using these life-long skills and achieve amazing results in their careers and lives.

Building Stronger Together: Strategic Alliances for Association Success

Dorothy Deng

Susan Park, PhD, CAE

Bruce Whitehurst

As the association landscape continues to evolve, strategic alliances have emerged as a powerful tool for organizations to enhance their impact and better serve their members. This session will explore the various types of partnerships between associations, including affiliations, joint ventures, and mergers.

Small Staff, Smart Tech

Moira Edwards, MS, CAE

Erin Trost

Gain the knowledge and tools to develop a robust technology strategy for your small association and lay out an implementation plan. We'll explore key considerations such as identifying and adopting new technologies, aligning technology with your organization's mission, developing a realistic technology budget, and streamlining processes with technology.

Hackathon: High-Impact Meetings Without Breaking the Bank

Tiffany Brown

Feel like the cost of hosting a meeting seems to go up by the day and your dollars are already stretched thin? You're not the only one. Join us for a hackathon that will look at finding new ways to have high-impact meetings that your members can afford to attend. This session will be fast-paced and interactive as we work through topics like F&B, AV and meeting space.

Legal Considerations for an Association's Code of Ethics

Mark Carlos Franco

Cindy Ziegler

Does your association code of ethics or professional conduct include ethical principles from the profession that the association represents? This session will discuss what types of ethical misconduct may be covered by a code of ethics or professional conduct and the requirements under which that misconduct may be disciplined by an association.



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CLOSING KEYNOTE

Unstoppable Courage - Shattering Limitations and Daring to Thrive

Dima Ghawi*

A Middle Eastern woman, born into a world where obedience is survival, is given a path to follow. It is not hers, but it is the only one allowed. To challenge it is unthinkable. To escape it is impossible. Or—she can risk everything to break free. Dima Ghawi made that choice. She walked away from the only life she had ever known, sacrificing family, security, and identity to forge an entirely new existence. With gripping storytelling, raw vulnerability, and relatable insights, Dima takes the audience inside the defining moments of her journey.

GENERAL SESSION

Inspiring Bold Leadership & Creating Engaged Employees

Dima Ghawi*

Employees in healthy cultures thrive. These cultures are created and passed down, inherited by the next generation of employees. The strongest leaders know to focus on a long-term strategy with an emphasis on corporate culture health for future generations to sustain and thrive within. Dima will share how organizations can cultivate healthy and thriving organizational cultures that attract and retain top talent.

*Courtesy of PK Speakers Bureau.

PRE-CONFERENCE ACTIVITIES



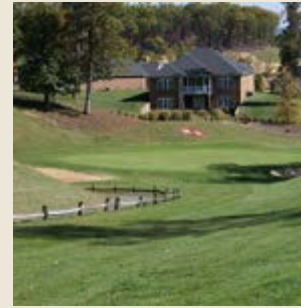
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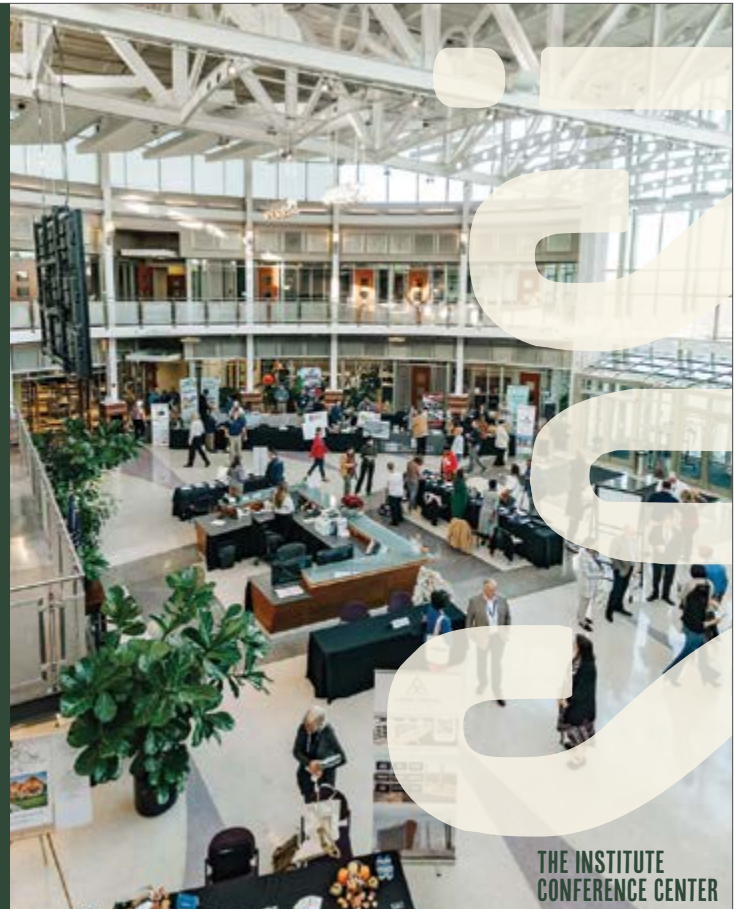
Planning a meeting, convention, or event? Consider Danville and Pittsylvania County! We collaborate with top hospitality partners to offer flexible and affordable event spaces for every kind of function. SoSi boasts high-quality conference amenities, vibrant dining and nightlife options, and abundant lodgings that will ensure a memorable meeting and refreshing stay! With diverse venues like the Institute Conference Center, Caesars Virginia, Cottontail, and more, SoSi is the perfect spot to make lasting connections.

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> *Bucket List, continued from page 1*

Each Sunday that the Broncos played at home, I sat patiently waiting to get the call and chance to jump into the game. Just like when Tom Brady sat on the bench behind Drew Bledsoe, patiently waiting for a chance to show the world that he would be the greatest of all time. (Sorry for the reference, Broncos fans.) I knew that one of those weeks I was going to get the go ahead, the opportunity I had trained my whole life for, the chance to have coach “put me in the game!”

Getting My Shot

Then the text came, “Hey...be ready and at the DZ (Drop Zone) on Sunday by 11 am... bring your full uniform!”

I feverishly texted back, “I get to jump into the next game?”

He responded simply, “Yep, you’re ready now.”

Sunday came, and I loaded into the aircraft with the other team members. It took off and we had a quick flight to the stadium. The Twin Otter Aircraft circled the stadium for about fifteen minutes prior to kickoff, my nervousness compounding with every minute that passed. There are 70,000 people down in the stands and I know the gravity of the situation.

At this point I’m calming myself down by listening for the countdown call times. The pilot shouts, “Ten minutes!” and then — what seemed like 30 seconds later — he shouted, “Five minutes!”

When he makes the “Two minutes!” call, the plane circles around and starts on its final path directly over the stadium. The green light turns on and the door is opened up. We are good to go, knowing we only have three minutes to land on the field. The NFL

runs a tight ship and we certainly can’t be the cause of a delay for the kickoff.

The first jumper exits the plane. The second jumper follows right behind. Then the third and the fourth. I’m the fifth jumper. As soon as I’m out the plane, I deploy my parachute and it opens up perfectly on heading.

I scream, “Yeah!”

That’s what I say every single time my parachute opens — “Yeah!”

The five of us quickly find each other and move into our formation slots above the stadium. It’s at this point when we’re up there we can hear the 70,000 fans screaming and cheering! We can hear all the energy billowing up into the sky from the packed stadium below.

Now, what I don’t know is happening down on the field is that at the very same moment the PA Announcer notices there’s five jumpers in the air.

He quickly radios and he says, “There are five jumpers but I only have names for four. What’s the fifth guy’s name?”

The ground crew confusingly responds back with “Uh, that’s Kenyon.”

The PA radios the crew again and says, “Great that we have a first name, but I need a last name to announce him correctly.”

The ground crew chimes back, “We just know him as Kenyon at the Drop Zone...sorry that’s all we have.”

The PA announcer frustratingly says, “All right, I’ll figure something out.”



Hard to beat this thrill.

As we continued circling the stadium we must be very aware of the cables that crisscross the stadium 8 times. We have to be very careful of not just the field goal cables, but also the cable cam cables and we have to dive through them, mission impossible style. If one of us makes a mistake, they’re going to have to hold the NFL game...the thing we had to avoid at all costs.

At this point the first jumper makes his turn into the stadium at a high rate of speed. His setup turn sends him flying across the upper deck and down onto the field at speeds nearing 60 mph.

Next, the second jumper makes his 270 degree turn and fires down into the stadium as the crowd erupts in loud cheers. The third and fourth jumpers do the same, with raving thunder from the crowd. Now it’s my turn and I’m setting up and getting ready. Finally, I initiate my turn to pick up speed and dive towards the crowd.

Mission Impossible

As I’m now diving down towards the stands at 60 mph I see a guy with a hot dog and a beer and he’s like, “Yeah!”, I look at him and I yell back, “Yeah!” in turn. I continue flying and air surfing down the upper deck and then the lower deck. Through all the cables and then a quick right turn to go down the field. Like a kick returner breaking through the coverage and finding daylight, I am crossing the hash marks at full speed.

I’m at the 50, the 40, the 20, the 10, and I just put my feet down...I hear the PA announcer



Join Kenyon for his opening keynote at the Annual Conference, *The Bucket List Life*.

Courtesy of  PK SPEAKERS BUREAU

Connect with Kenyon on the latest episode of VSAE’s podcast, Connexions at vsae.podbean.com

say, “And our fifth and final jumper is... Kennnnnnnn-Yawnnnnnnn!”

Living Your Own Bucket List Life

I know that a lot of people might look at this story and have some unsettling feelings about it — fear, reckless endangerment, or just extreme craziness to name a few.

For others it could be the opposite — admiration. They could see the act of jumping out of an airplane onto the field of an NFL Game as one of courage and boldness.

In reality, the most difficult and bold part of the journey of 4000+ skydives that ultimately led to me joining the most elite skydive demo team in the world came down to a single, very important decision.

This decision is one that I recognize many people struggling with at every single event that I speak at.

That is the decision to create a new experience and simply take the first step towards it. Without the first skydive there can't be a 4000th skydive. It takes that first step of courage that leads you to the next, and then the next, and then the next.

Our society has never been softer. It's never been easier to stay safe in your comfort zone. But it's a trap that you must be courageous enough to escape!

To become the best version of ourselves we must be bold. We must understand that we start out at our worst, but that we can become our best if we have the discipline and dedication. Every master was once a disaster. Think about that again. Every master was once a disaster.

What you eventually recognize with age, experience, and boldness, is that the biggest thing separating people who are living fulfilling lives from those who feel desperate and trapped is a willingness to do things that you are bad at or afraid of. In the process of doing those things, you come to understand that fear is just an obstacle to fulfillment and growth. What's more, you witness that building a new skill or hobby from scratch is the best method we humans have of attaining genuine confidence.

Now go be bold and take the first step of many in a new experience. You may be surprised where it actually leads you in this great life.

Shattering Limitations & Daring to Thrive

by Dima Ghawi, Keynote Speaker at VSAE's Annual Conference

“Do you see this pure, perfect glass?”

My grandmother's words echo through her kitchen in Jordan, the heart of the Middle East. I am five years old, and I stare at the vase she holds with wide eyes.

“A girl is just like this clear glass.” Her voice is stone. “If the vase gets cracked for any reason, you can never fix it or glue it back. It will always be seen as cracked.” My grandmother raises an eyebrow. “And who would want a cracked vase?”

Her stern eyes meet mine. “That is the one we throw in the trash.”

This story has been passed down for generations: the glass vase is a girl's reputation, where any scratch is ruin beyond repair. A crack in my vase would destroy my family's reputation in the community.

And so I grew up believing that the most important task in my life was to protect my vase—to protect my reputation by following, obeying, by not having an identity and by not taking risks. To do any of that would be to crack my vase.

From that forced silence, today I live the life I was taught I would never get to have. I am living with a loud purpose! I work with organizations around the globe to help them give voice to individuals that are silenced in corporate cultures—as I was in my own home.

The journey between, from the moment I saw the vase in my grandmother's hands when I was five years old to the woman I am today, came with painful consequences, harsh setbacks, but also valuable lessons.

I learned that I am not the only person with a vase. In fact, everyone has a vase—the fear of mistakes, the terror of being judged, and the aspiration for perfection. It is the negative voice in the back of our mind that tells us, You aren't good enough, smart enough, successful enough, or the right height or shape. We allow these limitations to inhibit us, not realizing that we have the power to smash them all along. These internal limitations are global, regardless of our backgrounds, cultures, genders, and

identities. They impact us personally and professionally. We carry our vases into the corporate world every single day.

In the workplace, vases often feel like unspoken rules: the silent expectation to conform, to not speak up or challenge the norm. Have you ever been told—or ever said—“Well, that's the way things have always been done” or—even worse!—“If it ain't broke, don't fix it?” Organizations have vases, and those vases are these inherited perspectives that limit us as leaders, limit our employees, and limit our entire work culture.

When outdated mindsets no longer serve us, we must leave them behind.


Let's question the limitations that have been holding us back! Through our answers, we come to understand new ways of being. In the workplace, we get to improve how we lead our organization and create a culture of courage where everyone can bring their unique truths and creativity to work.

If I had the chance to talk to my grandmother again, knowing what I know and living what I've lived, I would tell her that the beauty is in the cracks. The beauty is in imperfection—in the experiences we have and the lessons we learn from them.

What an amazing gift that is to give each other and the next generation!



Join Dima for her closing keynote at the Annual Conference, *Unstoppable Courage - Shattering Limitations and Daring to Thrive* and her general session, *Inspiring Bold Leadership & Creating Engaged Employees*.

Courtesy of 

LET'S RECAP



Meeting Planner Summit

There was a lot of buzz in the air to see what Danville had in store for us at this year's Meeting Planner Summit. Held February 27-28 at the brand-new Caesars Virginia, we knew we arrived when the iconic "Three Sisters" on the hill came into view. For those who attended the Wednesday tour and dinner event sponsored by **Visit SoSi**, you would know the Three Sisters are the original smokestacks from the mill that once stood where the hotel and casino now reside.

As the first official conference to be held at **Caesars Virginia**, meeting planners from

across the state gathered with our sponsors to experience the pristine facility, attentive staff and culinary delights. Our day and a half gave us knowledge to better guide us in planning our next successful event. Content ranged from Crisis Planning, Comprehending Contracts, Creating Revenue at Conferences, Drawing Out Introverts, Working with DMOs/CVBs, and Utilizing AI as a Planner. As a special treat to keep the blood flowing and our bellies full, we were spoiled with meals in a few of the restaurants—Ramsay's Kitchen and Dan Dan Noodle Bar—and our

breaks were unique, one even took us back to our childhood days with a PB&J bar.

But one of the most memorable events was sharing laughs among new and old friends alike. A special thank you to **Lisa Meriwether** of **Visit SoSi** and **Wendy Baten** of **Caesars Virginia** for welcoming and showing us all that you have to offer! Please be sure to keep an eye out for the announcement of dates and location for the 2026 Meeting Planner Summit. We'd love for you to join us!

March Seminar & Luncheon

Anne E. Collier, MPP, JD, PCC conducted the morning seminar, *Leadership that Inspires Belonging*. Anne's personal anecdotes and audience polls drew attention to diverse leadership types. Using the online Actualized Leader Profile survey, attendees determined their primary leadership styles: Asserter, Achiever, or Affirmer. Anne highlighted the strengths and "shadows," or biases of each. These shadows can stifle participation and exclude valuable insights from others. Addressing the shadows enables teams



to maximize their collective diversity for success.

During her lunch presentation, *How to Improve Critical Thinking to Solve a Greater Range of*

Problems More Creatively, Anne highlighted the dual challenge: confronting both the task at hand and frustration among teammates who approach tasks differently. The adaptive style focuses on processes and continuous improvement. The innovative works outside the system, with less emphasis on efficiency. Successful teams successfully integrate these distinct styles and entertain when rules help or hinder efforts. Anne encouraged attendees to ask questions, appreciate the diversity of thought, and boldly challenge assumptions.



In today's rapidly evolving technological landscape, AI is reshaping industries worldwide, and the association industry is no exception. The VSAE AI Summit is designed to equip association professionals with the knowledge and tools to harness the power of AI, manage its risks, and ultimately, better serve their members.

Held at the VSCPA Learning & Innovation Center, this one-day immersive experience will delve into the practical applications of AI, from enhancing operational efficiency to driving strategic decision-making. Attendees will gain insights from industry experts who will share their experiences and best practices in leveraging AI to address real-world challenges.

REGISTER

Registration fee includes all educational sessions and lunch.

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Member—Basic, Associate, Provisional	\$165	\$180
Member—Enhanced	\$150	\$165
Non-Member	\$190	\$205

Cancellation Policy

By Wednesday, May 2, 75% refund

By Wednesday, May 14, 50% refund

NO REFUNDS AFTER MAY 14

SCHEDULE

8–8:30 am **Coffee and Check-In**

8:30–9:30 am **Keynote: The Future is Now: How AI Is Changing Associations**
(1.00 CEU)

Nick Serfass, FAIA, CAE, Chief Executive Officer, RVA Technology Council

9:40–10:55 am **Navigating AI's Legal Pitfalls and Risks**

Betsy Davis, Partner, Labor and Employment Law Group, Whiteford Law
Slaven Jesic, Counsel, Whiteford Law

Explore the legal landscape of AI. Understand key legal considerations, including confidentiality and data privacy, intellectual property rights, and legal challenges using AI-generated content. Address the risks and ethical issues of discrimination and bias in AI algorithms and the implications of creating and disseminating inaccurate information. (1.25 CEU)

11 am–12:15 pm **Managing the Data Deluge**

Katherine Bayless, CAE, AVP, Data & Analytics, National Council of Architectural Registration Boards

Address the challenges of managing and leveraging vast amounts of data in the age of AI. Learn about data governance strategies, data quality management, and data analytics techniques. Also, discover how to extract valuable insights from your data to inform AI-driven decision-making. (1.25 CEU)

12:15–1:05 pm **Lunch and Learn**

Refuel and recharge, as you engage in conversation with your peers, discussing the morning keynote and sessions and sharing your takeaways, as well as your AI experiences, challenges and questions.

1:10–2:25 pm **Building an AI-Ready Workforce**

Christina Lewellen, MBA, CAE, President and CEO, ATLIS

This session will cover practical steps for training your workforce on AI tools and explore how to strategically integrate AI into your operations to improve efficiency, enhance member experiences, and drive organizational success. (1.25 CEU)

2:30–3:45 pm **Creating Your AI Policy**

Rick Bawcum, CAE, Founder and CEO, Cimatri

Learn how to develop a comprehensive AI policy that aligns with your mission, values and strategic plan. Explore key components of an AI policy, including ethical guidelines, decision-making processes, accountability, monitoring and evaluation. (1.25 CEU)

REGISTER AT [VSAE.ORG/AI-SUMMIT](https://vsae.org/ai-summit)

Online Registration closes Friday, May 30 at Noon

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The entire membership comes together for high-caliber educational sessions, multiple networking events, and fun activities in the local area.

Annual Conference
May 4–6

The Hotel Roanoke and Conference Center



Designed to equip association professionals with the knowledge and tools to harness the power of AI, manage its risks, and ultimately, better serve their members.

AI Summit
June 4

VSCPA Learning & Innovation Center



Roundtable and panel discussions to explore the issues unique to owning and working for an association management company.

AMC Summit
July 14

The Publisher Hotel



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

Fall Conference & Expo
September 25

Greater Richmond Convention Center



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

CEO & Senior Staff Retreat
November 17–18

The Draftsman



VSAE's most popular event! Bid on over 80 donated items, then enjoy a luncheon at which the winners of the Awards of Excellence are recognized.

Awards Luncheon & Silent Auction
December 5

Hilton Richmond Hotel & Spa Short Pump

MARK YOUR CALENDARS AND LEARN MORE AT [VSAE.ORG/CALENDAR](https://www.vsaeb.org/calendar)



VSAE programs meet the professional development requirements to earn and maintain the CAE credential.

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Terry Monroe To Step Down

Terry Monroe has announced his decision to step down as VSAE Executive Director and President of Association Management at Eisenman & Associates at the end of September. "This decision was the result of much thoughtful deliberation," said Monroe. "And while I'm sad to leave VSAE, I'm excited for what lies ahead – spending more time with family, pursuing long-held interests, and embarking on new adventures."



"Serving as your Executive Director has been the greatest honor of my professional career," said Monroe. "I'm proud of what we've accomplished together; VSAE is truly the gold standard among state societies. I also want to thank the board, members, partners, and my Eisenman & Associates (E&A) colleagues for their support and friendship. VSAE will always hold a special place in my heart."

Monroe has served as VSAE's Executive Director since August 2020. During his tenure, VSAE has experienced significant growth and success, expanding its membership, enhancing its programs and services, and strengthening its position as a leading voice for Virginia's association community.

E&A will immediately begin the search process for Monroe's successor. The plan is to have the new Executive Director in place by the beginning of September to allow for a seamless handover and ensure continuity of leadership. "In the meantime," added Monroe, "I remain fully committed to VSAE and ensuring a successful transition."



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PARTNER SPOTLIGHT

The Cavalier Resort

BUSINESS AT THE BEACH

Three Hotels. One Iconic Meeting Destination

Nestled along the Virginia Beach Oceanfront lies the Cavalier Resort, a beacon of sophistication and functionality for associations seeking the ideal event venue. With its unrivaled blend of opulent accommodations, state-of-the-art meeting spaces, and an array of post-conference leisure activities, the Cavalier Resort stands as a testament to seamless integration of business and pleasure. Nowhere else can you find such a diverse range of options for meetings of every size, theme, and complexity.

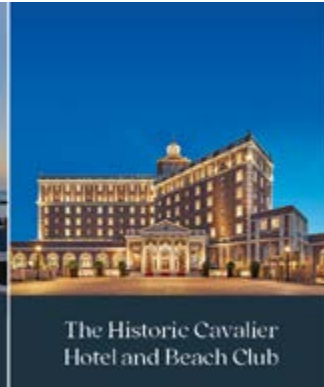
At the heart of the Cavalier Resort's appeal lies its unique campus featuring three distinct hotels, each offering its own blend of charm and sophistication. Whether you prefer the historic elegance of The Historic Cavalier Hotel, the contemporary comfort of the Marriott Virginia Beach Oceanfront Resort, or the spacious suites of the Embassy Suites by Hilton™ Virginia Beach Oceanfront Resort, there's a perfect setting for every type of gathering.

What sets the Cavalier Resort apart is its unmatched flexibility. Event planners have the freedom to mix and match accommodations and meeting spaces across the Resort, allowing for endless possibilities in crafting the perfect event experience. Boasting an expansive 70,000 sq.ft. of meeting and event space, including three grand ballrooms, including the oceanfront's largest, and 21 technologically advanced meeting rooms, the Resort caters to associations of all scales. Equipped with cutting-edge audio-visual capabilities, our team ensures that presentations are delivered flawlessly, leaving attendees captivated and engaged.

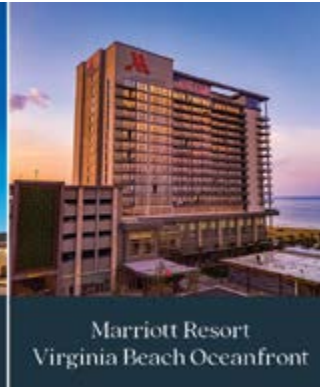
But it's not just about business at the Cavalier Resort. After a productive day of meetings, attendees can unwind and recharge amidst the resort's wealth of amenities and activities. Attendees can immerse themselves in the breathtaking vistas of the Atlantic Ocean or partake in an array of resort activities, from beach services to beach cruiser rentals. The six indoor and outdoor pools offer a refreshing



Embassy Suites by Hilton™
Virginia Beach Oceanfront



The Historic Cavalier
Hotel and Beach Club



Marriott Resort
Virginia Beach Oceanfront

respite, while SeaHill Spa promises indulgent pampering for those seeking relaxation. For the connoisseurs of fine spirits, a tour of the award-winning Tarnished Truth Distillery presents an opportunity to savor artisanal creations within the historic walls of The Historic Cavalier Hotel. From fine dining experiences to casual beachside fare, there's something to satisfy every palate and preference at one of the Cavalier Resort's nine top-rated restaurants.

About The Cavalier Resort

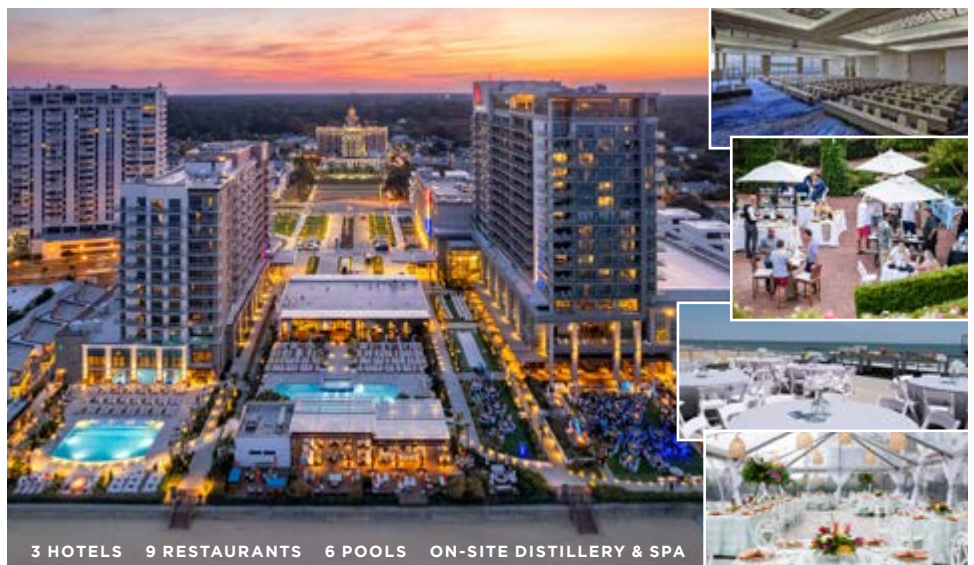
The Cavalier Resort is a collection of historic and modern hotels boasting 547 guest rooms, a luxury beach club, 9 top-ranked restaurants

and bars, over 70,000 sq.ft. of meeting and event spaces, an on-site distillery, a luxury spa, and private residences offering guests the finest accommodations, signature amenities, and unparalleled views of Coastal Virginia.

Want More Info?

Priscilla Monti

Senior Sales Manager, Associations
The Historic Cavalier Hotel & Beach Club,
Marriott Virginia Beach Oceanfront Resort, and
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Rhea George, CAE | American Institute of Architects–National | Richmond

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Kristina Johnson | Omni Charlottesville | Charlottesville

Hope Johnston | Kiawah Island Golf Resort | Kiawah Island, SC

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Allison Knapp | Delta Hotels Virginia Beach Waterfront | Virginia Beach

Jonh Lukomski | Hilton Richmond Downtown | Richmond

Rebecca Neas | The Virginian Hotel | Lynchburg

Stephen Schwinn | Breezio | Leesburg

Nicki Trainer | Sheraton Norfolk Waterside Hotel | Norfolk

MEMBERS ON THE MOVE

Brittany Alger is now the Senior Sales Manager of **Visit Williamsburg**.

Thomas Pigg has been promoted to Senior Director, Membership, Operations and Accreditation of **AMC Institute**.

Jonathan Williams has been promoted to President of **Easter Associates**.

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