



NEXT EVENT

VSAE Day September 4, 2014

Wyndham Virginia Crossings
Glen Allen, VA

Schedule

10:30 a.m.
Registration

11:00 - 11:45 a.m.
Reception (bar open)

11:00 - 11:30 a.m.
CAE Informational Session

11:45 a.m. - 1:15 p.m.
Luncheon (picnic style buffet)

1:00 - 5:00 p.m.
Golf Tournament

1:30 - 3:30 p.m.
Afternoon activities to include yard games

Register online at
www.vsae.org/monthlymeeting

UPCOMING EVENTS

VSAE Day
September 4, 2014
Wyndham Virginia Crossings

CEO Retreat
September 8 & 9, 2014
The Williamsburg Inn

Educational Symposium & Expo
October 2, 2014
The Greater Richmond Convention Center

Monthly Meeting - Breakfast
November 6, 2014
Hilton Richmond Hotel & Spa at Short Pump

EDUCATIONAL SYMPOSIUM & EXPO - THE ROI

VSAE's Educational Symposium & Expo is an event you cannot afford to miss. You are guaranteed to get your money's worth and then some. Take a look at the return on investment (ROI) chart below.

Three high quality educational speakers	\$300
Access to trade show with over 100 properties & vendors	\$100
Networking reception	\$50
Breakfast	\$25
Lunch	\$45
Parking	\$6
Total Value	\$526
Total Cost	\$80

Your cost to attend as a VSAE member is only \$80 if you register by August 22nd. This means you are getting over **\$6 worth of value for every \$1 you spend.** This is an ROI you cannot afford to turn down.

In addition, there are intangible benefits of attending this event.

"I look forward to the Expo every year. It's a great opportunity for me to learn from experts in the field and meet with vendors who can support my organization in so many ways. With so many key elements in the same place at one time, attendance is a huge benefit to me, and my entire organization."

-Carter Lyons, VA Dental Association

EDUCATIONAL SYMPOSIUM & EXPO 2014
A Taste of the Future...Today.
THURSDAY, OCTOBER 2, 2014
Greater Richmond Convention Center | Richmond, Va
Register Now at www.vsae.org/EXPO

The keynote speaker for the Expo is Richard Hadden, CSP, co-author of "Contented Cows Still Give Better Milk." Richard will talk about the powerful

(Continued on page 3)

VSAE DAY - NETWORKING, FUN AND MUCH MORE!



As the first official VSAE event after "summer break," VSAE Day is a great way to reconnect with members. You can find out where they went for vacation or what books they read. It's also a good place to get advice about a new program your association might be launching this fall or talk to an associate member about a location for your next meeting or conference. You can even bring your entire staff and make it a group team-

building event. It is a great networking opportunity.

Master Chef Randy Bush is also returning with his famous Brunswick Stew. All sale proceeds will go to the John Dufour Memorial Scholarship. The pre-sale price is \$8 per quart and you can purchase your stew while supplies last when you register.

The Community Service Committee will also be collecting toiletry items for Project Homeless Connect. This charity provides medical services, identification services, employment resources, housing and shelter assessments to chronically homeless adults to help them on their journey to more stable lives.

Register online today at
www.vsae.org/monthlymeeting.

MEMBER VERSUS INDUSTRY VALUE - WHAT YOU NEED TO KNOW

ABOUT THE AUTHOR



Ed Rigsbee has received two coveted designations: Certified Speaking Professional from the National Speakers Association and Certified Association Executive from ASAE and The Center for Association Leadership.

View his work at www.rigsbee.com or write him at ed@rigsbee.com.

In member recruitment, the primary driver that you must completely understand is “member-only” value. Trying to convince a person to pay money to join your organization to get what they are already getting is just nonsense.

Not to Get Lost in the Weeds

For over a decade, I have been talking to association executives about the idea of “member-only” value and I must say that it frequently seems like I’m talking to a brick wall. Here is the rub...most associations and societies are pretty darn good at their advocacy work. These organizations work hard to affect legislation in a way that delivers a positive result to their members. And, that positive result is also enjoyed by non-members operating in the industry as well.

Is this advocacy work important? You bet it is. Does it deliver perceived value to

members? It sure does. The problem is that everyone, regardless of membership, receives the benefits. Since everyone in the industry receives the benefits, is this advocacy result a “member-only” benefit? Absolutely not, and that’s the challenge facing today’s associations and societies.

Industry Value

Every activity your membership organization does that delivers value to all the stakeholders in your industry is simply put - industry value. This might include advocacy, website content access, social media group access and weekly/monthly publications...just to name a few. Generally these value propositions are not sell-able, meaning that these value items will be a no-go in convincing non-members to join your organization. They are already enjoying these value benefits without holding membership in your organization. The tired and ineffective “support your industry” argument will most likely not work with these groups or individuals.

Member-Only Value

The products, services, benefits and discounts your members receive by virtue of paying for their membership are the true “member-only” benefits your organization delivers. These “member-only” benefits are going to be your organization’s unique selling proposition tools. While non-members do enjoy the industry value your organization delivers, it is the “member-only” benefit package that will potentially motivate the non-member in your industry

to cut a check to your organization. Sell the “member-only” benefits.

What Does Your Website State?

In developing your website strategy, you must determine if your “member benefits” page is positioned primarily for member retention or for member recruitment. If it is primarily for member retention, then simply listing the features of membership and leading with your advocacy work might be enough. However, if you want your “member benefits” page to help you in selling membership you must list the “industry benefit” last and lead with the “member-only” benefits your organization offers. To make your page more dynamic, learn the difference between features and benefits. Features are built into a product or service and the benefit is how a feature makes a person’s life better.

Sell the Member-Only Benefits

In order to help your members and staff to do a better job of member recruitment, help them to understand the differentiation of the above elements. Their efforts will be far more successful if they focus on what is available only through membership and deemphasize the industry value. If you really want to see their efforts successful, also give them the most powerful tool of all - knowing what the member-only, member-determined, yearly-sustainable, real-dollar return on investment (ROI) number is. That magic number will be their number one member recruitment tool.

GREAT TAN LINES AND BOTTOM LINES INQUIRE ABOUT VALUE DATES



Wyndham is the Proud Host of the 2015 VSAE Annual Conference.



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HEALTH CARE CORNER

In 2015 employers with more than 100 full time employees will be required to provide health insurance to at least 70% of their full time employees and 95% of their full time employees in 2016. This is known as the employer shared responsibility requirement. It is important that the large employers follow the head counting “look back” process and affordability testing in order to eliminate potential IRS fines.



Questions? Contact:
Monty Dise, President
Asset Protection Group, Inc.
mdise@apgroupinc.com
804-423-7700

EDUCATIONAL SYMPOSIUM & EXPO - THE ROI - *CONTINUED*

(Continued from page 1)

connection between how we lead our members - volunteers and others - and the value they realize from our association.

This year's breakout sessions include a wealth of speakers on several important topics. Here are a few to highlight.

Education Symposium & Expo 2014 - Breakout Sessions

The Solution Room: Burning Issues Resolved - Aaron Wolowiec, Event Garde LLC

The Solution Room is an innovative framework for knowledge sharing that provides participants with a brief but powerful personal consulting session on an issue or a topic of their choosing. Participants can expect to walk away with a variety of ideas and resources that can be immediately applied to their greatest workplace or personal challenges, accountability partners and expanded professional networks.

Strategic Planning Debunked: 5 Myths, 5 Facts, and 5 Places Where Magic is Involved - Sara Milston, The Spark Mill

This session is for everyone who has ever attended a terrible strategic planning session. Come learn how it could be done, how you can influence the process, and tips and tricks to speed it along. Participants will walk away with several

tangible handouts in their toolkit, great anecdotes with some research and foundational information, and strategies to back up their next plan. Whether you are leading a client through a plan, conducting the plan or just riding shotgun, you will walk away with some useful nuggets.

Engaging the Next Generation Today: A Fresh Look at Your Multigenerational Staff & Members - Shira Harrington, Purposeful Hire

With three generations in our workforce, associates are facing increasing challenges engaging diverse multigenerational staff AND members. With Baby Boomers retiring en masse, we now need to look at how we are recruiting and retaining the next generation. In this interactive session you will explore how to handle an aging membership, how to develop NextGen programs for younger members, and how to tackle generational staff challenges. You will come away with strategies to help keep your association thriving into the next generation and beyond.

Marketing Your Meeting in Partnership with the Location - A Panel Discussion

Boost attendance and add value to your meeting or conference by partnering with the location on your marketing efforts. Hear practical examples that produced results from a local convention and visitors bureau, a Virginia resort, and an association executive.

NEW ADDITIONS TO THE VSAE TEAM FROM EISENMAN & ASSOCIATES, INC.

Eisenman & Associates, Inc. (E&A) added two new staff members to the VSAE team in May of this year.



Jamie Lacy joined E&A as the Administrative Assistant. Previously, she was the Program Manager for the International Society of Fire Service

Instructors. She will serve as a cornerstone of the organization. Jamie is the resident expert on event registration and the VSAE website interface. Her association experience will be a great asset to E&A and VSAE.



Nickie Ambrozak joined E&A as the Manager of Creative Communications. She has worked in the graphic design industry for 5 years. She specializes in

web/print design, advertising, event marketing, digital illustration and traditional artistry (such as painting). Nickie will work with VSAE on publication design, event/marketing collateral, the *Association Press*, the membership directory and other visual communications. Her creative work allows E&A to offer VSAE members additional value.

EDUCATIONAL SYMPOSIUM & EXPO

Register at www.vsaе.org/EXPO.

Schedule

Wednesday, October 1st

5:30 - 7:00 p.m. Networking Reception

Thursday, October 2nd

8:30 - 9:45 a.m. Keynote

10:00 - 11:30 a.m. Educational Sessions

11:45 - 1:45 a.m. Expo Hall Open

2:00 - 3:30 p.m. Educational Sessions

Registration Deadlines

- Early Bird by Aug 22nd
- Advanced from Aug 23rd - Sept 19th
- Regular after Sept 19th

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TRY AND FAIL, IN THREE SIMPLE STEPS

ABOUT THE AUTHOR



Brandon Robinson

is Vice President of Professional Development & Communications for VSAE, overseeing the educational offerings, communications and membership development. You can reach Brandon by email at brandon@vsae.org.

Did that headline grab your attention? If not, perhaps this will. I failed. And I'm going to fail again. But I'll be a better association executive because of my failures - past, present and future. Therefore, I'm going to try and fail. I'm not going to try to fail. I'm going to try things and sometimes there will be failures. Ultimately, though I will emerge a better association executive because I will be able to learn from my missteps and wrong turns.

Sometimes we are too afraid of failure in the association world. We manage tight budgets and feel like we cannot spend any resources on something new or different. This risk aversion is, in my opinion, one of the reasons why the old adage, "If it ain't broke, don't fix it," is treated as some kind of sacrosanct command chiseled in stone. Just because something isn't broken today doesn't mean it won't be tomorrow or next

week or next year. Things are moving too quickly for us to sit idly by, paralyzed by a fear of failure.

So, how do we overcome that fear? How do we try, fail and succeed, and ultimately become better at our jobs?

Follow these three steps.

1. Overcome the fear. We have all heard President Roosevelt's famous line - "We have nothing to fear but fear itself" - but have we really taken those words to heart? Do you mention that zany idea you had about a new membership recruitment program to your colleague? Do you speak up during the all-staff meeting? Do you reach out to that vocal member from the last event? I know we have all asked ourselves those questions, and more often than not, we do not speak up for fear of failure. The first step of success has to be to overcome the fear of failure.

2. Be a doer, not just a talker. If you speak up or mention a new idea, be prepared to act. Do not be the person who lobs idea bombs in meetings and then goes back to your desk to reply to emails. Be the person who does something about that idea. It can be as simple as putting your idea down in a memo. Many of my successes in the association world started out as simple one-page memos. You could also call a colleague or member to test your idea. The important part is to do something. Do not let your idea die from inaction.

3. Be willing to learn. Ultimately, when you act on an idea, you have a 50/50 chance to either fail or succeed. The key is what happens next. Successes and failures can provide excellent teaching points. We learn what works. We learn what does not work. To reference another cliché: Hindsight is 20/20. Use that fact. After you overcome your fear, after you do something, learn from whatever it was that you did. Look back and analyze your success or failure. If you failed, go back to that same colleague or member and ask them the same questions and see if you can't turn your failure into a success.

There is nothing wrong with failure. We can all be better association executives if we simply learn how to try to fail or succeed and, most importantly, to learn something. We should embrace the learning experience failure can provide. I'm going to continue to try new things, sometimes failing and sometimes succeeding, but I will always learn from the things I do. I invite you to join me. Something tells me it will be a huge success in the end.



UPCOMING SIGS MEETINGS

Membership

September 16, 2014

8:30 - 10:00 a.m.

I/AV

Emerging Association Professionals

September 26, 2014

12:30 - 2:00 p.m.

TBD - Richmond

Senior Staff

October 21, 2014

8:30 - 10:00 a.m.

VA Society of CPAs

Membership

November 12, 2014

8:30 - 10:00 a.m.

TBD

Register online at www.vsae.org, click Online Calendar in the Events & Education Section.

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MEMBER TO MEMBER



Peter J. O'Neil, FASAE, CAE
Executive Director
AIHA®

Business continuity and succession planning are often overlooked by associations but are essential and it's times like this that these plans are most needed. We don't like surprises at AIHA any more than anyone else but they happen. Having a clear plan and trained, developed staff up and down the organization chart can help take away some of the "sting." I always look at a departure as an opportunity, regardless of how long the person has been with us and how very good they were. Though I have rarely lost someone all of sudden, I have always celebrated their new opportunity - and looked forward to bringing new blood into the operation.

◀ **HOW HAVE YOU
HANDLED THE SUDDEN
DEPARTURE OF A KEY
EMPLOYEE?**

**HOW DO I UNPLUG
AND RECHARGE TO
MAINTAIN A POSITIVE
BALANCE AND KEEP
FROM BURNING OUT?** ▶



Bob Ramsey
Executive Director
VA College of Emergency
Physicians

We are often defined by our work and forget the importance of unplugging from that world to recharge. For me, it is having other interests beyond managing an association. I've always had an interest in extreme fitness and enjoy the benefits of working out: high energy, clearer thinking and better relaxation. Teaching, reading and volunteering with Henrico Police and now grandkids....they all get my mind off my job. Try turning off your cell or not looking at your email. We're not that important! I catch myself thriving on doing the "urgency/busy" vs. what is really important. Like a fighter pilot, you're no good to anyone if you're not rested and making sharp decisions.

UNPLUG, CONNECT AND BE INSPIRED AT THE CEO RETREAT

- Unplug from the day-to-day stress of running an association.
- Connect with other chief staff executives.
- Leave feeling inspired to take your association to the next level.

This is what VSAE's CEO Retreat can do for you, and it costs significantly less than planning your own personal mini-retreat.

The VSAE CEO Retreat is two days of interactive and facilitated discussion among chief staff executives about the changing

landscape of association management. John Sarvary, Founder and Principal Consultant at Floricane, will be leading the discussion tying in the revolutionary history of the retreat host, Colonial Williamsburg Hotels. You can read more about John and the retreat's other content leaders at www.vsaе.org/CEORetreat.

Located at the Williamsburg Inn, the \$525 registration fee includes a sleeping room, taxes and service charges on September 8th; breaks, lunch, reception, dinner on

September 8th; breakfast and breaks on September 9th; and all educational sessions. You can also play golf on the Golden Horseshoe Golf Club Gold Course for only \$38 (includes green fees, cart, range balls, tax and gratuity), a \$140 value. Or for only \$55, you can sign up for a 50 minute spa treatment (Williamsburg Massage or Cleansing Facial), a \$115 value.

This is a limited seating event, so register today www.vsaе.org/CEORetreat.

FREE ONSITE MEETING HELP AVAILABLE

Students in Virginia Tech's Meetings and Conventions Management class are available to provide on-site assistance with your meeting, conference, convention, trade show or special event during the months of September through November 2014. This is a required, graded laboratory assignment for the course. Students can work with you for 1-3 days without pay, but do need to receive room, meals and auto mileage reimbursement from Blacksburg, VA.

Howard Feiertag, CMP, CHME, CHA
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70% of marketers have used Facebook to successfully gain new customers.

34% of marketers have used Twitter to successfully gain leads.

Where to Post

Choose your platform wisely.



47% of Americans say Facebook is their #1 influencer of purchases.



Instagram has 150 million active monthly users.



Twitter was the fastest growing network with 44% growth in 2012-2013.

What to Post

Tailor your posts to your platform.



With Facebook, provide an image, a link and a concise message with a request for likes and comments.



With Twitter and LinkedIn, focus on a short call to action or links to blog posts to attract users to content.

When to Post

Pick the most active times to post.



BEST



WORST

Facebook 2 PM TO 5 PM

10 PM TO 4 AM

Instagram 2 PM TO 4 PM

5 PM TO 7 AM

Twitter 1 PM TO 3 PM

8 PM TO 8 AM

*Statistics sourced from http://www.mediabistro.com/alltwitter/best-and-worst-times-to-post_b28320 and <http://www.jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know-in-2014/>

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As a Hilton property, the DoubleTree Williamsburg offers exclusive benefits for Hilton HHonors members. As a member, guests earn points towards free nights at any Hilton property and enjoy perks such as complimentary Wi-Fi and room upgrades or a free breakfast.

DoubleTree Hotels consistently strive to CARE (Create A Rewarding Experience) for their guests and the community. The DoubleTree Williamsburg partners with Habitat for Humanity and Adopt-A-Park, donating blankets to local shelters and will participate in breast cancer awareness events this year.

Accommodations & Amenities

DoubleTree Williamsburg has 295 guestrooms (including 14 suites) offering complimentary Wi-Fi access, on-demand movies and premium TV channels, in-room coffee and mini-refrigerators.

The property also offers complimentary parking, a 24-hour business center and Precor Fitness Facility, 3 restaurants, in-room dining services, an indoor/outdoor pool, game room, ATM and shuttle service to and from Busch Gardens.



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AROUND THE COMMONWEALTH

EXCITEMENT FROM VISIT FAIRFAX: 2.5 BILLION DOLLAR RENOVATION

The new Metrorail Silver line, linking the Tysons Corner and Reston areas of Fairfax County to the rest of the National Capital area, opened to passengers on Saturday, July 26, 2014.

GREENWELL RECEIVES CAE DESIGNATION

Heather Greenwell, CAE, Director of Operations at Catapult, Inc., earned her CAE designation from ASAE June 23, 2014. The CAE is the highest professional credential in the association industry. Less than five percent of all association professionals have earned their CAE.

SPRINGFIELD AWARDED 2014 MEMBER'S CHOICE AWARD

Kay Springfield, VACSB, was selected for the 2014 Member's Choice Award for the Old Dominion Chapter of the Society of Government Meeting Professionals.

MEMBER PROMOTIONS

Wyndham Virginia Beach Oceanfront is pleased to announce **Courtney Wydra** has been promoted to Director of Conference Services!

Bob Hudson, from the Hilton Richmond Hotel & Spa at Short Pump, was recently promoted to the Director of Group Sales.

AWARD NOMINATIONS

Nominations for the VSAE 2014 Awards of Excellence are now being accepted for both members and non-members. The awards are as follows.

- The CEO Award of Excellence
- The Association Staff Award of Excellence
- The VSAE Associate Member Award of Excellence
- The VSAE Career Services Award

Nominations deadline is September 14th. Winners will be recognized on December 5th at the Richmond Downtown Marriott at the Holiday Luncheon and Silent Auction. Visit "About" on www.vsaе.org for more information.

VSAE IS MOVING

At the end of August, Eisenman & Associates, Inc. will be relocating the office for VSAE and all of its clients to the MSV building on Emerywood Parkway near the intersection of Glenside Drive and West Broad Street in Richmond. The new address is below. The office will close at 5:30 p.m. Wednesday, August 27th and will re-open at 8:30 a.m. Tuesday, September 2nd. During the move, phone service may be interrupted, though staff will be reachable via email.

Please, change your contacts, records and especially accounting systems accordingly.

VSAE

**2924 Emerywood Parkway, Suite 202
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Hilton
Richmond/Short Pump

Aura Spa & Salon

Relax, Rejuvenate, Refresh

Our Chromotherapy-inspired Spa & Salon offers a full compliment of services designed to pamper and rejuvenate. Incorporate Wellness into your program, earn Meeting Planner Credits, or gather on the Sun Deck for a relaxing evening around the Fire Pit.



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CAE EXAM STUDY GROUP

The next CAE Exam will be held on **December 5, 2014**. The application deadline to take the exam is **September 26, 2014**.

There will be a CAE Informational Session at VSAE Day on September 4, 2014 from 11:00 - 11:30 a.m. with Maureen Dingus, CAE, Chair of the CAE Committee. Come learn how the CAE credential can benefit you and your association.

Also, VSAE is forming a CAE Exam Study Group that will meet ten times prior to the examination date starting September 29, 2014. If you are interested in participating or facilitating a study group session, write to brandon@vsaе.org.

For more information, visit www.whatiscae.org.