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.

<table>
<thead>
<tr>
<th>Access to trade show with over 100 properties &amp; vendors</th>
<th>$100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking reception</td>
<td>$50</td>
</tr>
<tr>
<td>Breakfast</td>
<td>$25</td>
</tr>
<tr>
<td>Lunch</td>
<td>$45</td>
</tr>
<tr>
<td>Parking</td>
<td>$6</td>
</tr>
<tr>
<td>Total Value</td>
<td>$526</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$80</td>
</tr>
</tbody>
</table>

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

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.
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. 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.
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.
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 try 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 and sometimes there will be failures. 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 lets 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.

DYNAMIC MEETINGS.

Known for its 144 miles of shoreline, unique venues and warm hospitality, Norfolk is the ideal meeting destination. Our walkable downtown provides meeting attendees with easy access to our rich history, museums, attractions, shopping and delectable dining making for an exceptional experience in the conference room and beyond.

Planning a meeting is easy at visitnorfolktoday.com/meet.

UPCOMING SIGS MEETINGS

<table>
<thead>
<tr>
<th>Membership</th>
<th>September 16, 2014</th>
<th>8:30 - 10:00 a.m.</th>
<th>IIAV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerging Association Professionals</td>
<td>September 26, 2014</td>
<td>12:30 - 2:00 p.m.</td>
<td>TBD - Richmond</td>
</tr>
<tr>
<td>Senior Staff</td>
<td>October 21, 2014</td>
<td>8:30 - 10:00 a.m.</td>
<td>VA Society of CPAs</td>
</tr>
<tr>
<td>Membership</td>
<td>November 12, 2014</td>
<td>8:30 - 10:00 a.m.</td>
<td>TBD</td>
</tr>
</tbody>
</table>

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

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

Business continuity and succession planning 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.

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.

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?

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 Sarvay, 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.vsae.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.vsae.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
Dept. of Hospitality & Tourism Management
Pamplin College of Business
Virginia Tech
Blacksburg, VA 24061-0104
Email: howardf@vt.edu
Phone: 540-231-9459
Fax: 540-231-0117
WELCOME NEW MEMBERS

Executive

Alissa Aronovici
LEAD VIRGINIA
Richmond

Linda Ayers, CAE
American College of Osteopathic Surgeons
Alexandria

Trenton Clark, P.E.
VA Asphalt Association
Richmond

Sean Connaughton
VA Hospital & Healthcare Association
Richmond

Susan Horne, MPA
LEAD VIRGINIA
Richmond

Valerie O’Brien
VA Trial Lawyers Association
Richmond

Peter O’Neil, FASAE, CAE
American Industrial Hygiene Association
(Falls Church)

Executive

Brian Mosier
VA, MD, DC Association of Electric Cooperatives
Glen Allen

John Musso, CAE
Association of School Business Officials International
Reston

Christina Royall
Beyond Bounds LLC
Powhatan

Kate Slayton
Catapult, Inc.
Richmond

Jeff Smith, IV
The Smith Group Inc.
Richmond

Margaret Taylor
LEAD VIRGINIA
Richmond

Associate

James Beckman
Blue Ridge AV & Lighting
Charlottesville

Bob Ciccone
Hilton Washington Dulles
Washington, D.C.

Debbie Dabney
Keswick Hall
Keswick

Sonya Goddard
Salamander Resort & Spa
Middleburg

Terri Harland
NewClients
Richmond

Daniel Riddle
Bizport
Richmond

Mary Hodges
Four Points by Sheraton
Richmond Airport
Richmond

Christy Isaacson, CHSP
The Tides Inn
Irvington

President’s Club
The Boar’s Head
Colonial Williamsburg Hotels
Kingsmill Resort
Marriott Richmond Downtown
Virginia Beach CVB
Visual Aids Electronics

Benefactor
Hilton Richmond Hotel & Spa at Short Pump
Wyndham Virginia Beach Oceanfront

Supporter
Chesapeake CVB
DoubleTree by Hilton Richmond-Midlothian
DoubleTree by Hilton Williamsburg
Greater Richmond Convention Center
Hilton Virginia Beach Oceanfront
Newport News Tourism Dev. Office
Norfolk Waterside Marriott
The Omni Homestead
Renaissance Portsmouth Hotel
Sheraton Norfolk Waterside Hotel
Sheraton Virginia Beach Oceanfront
VisitNorfolk

Patron
Embassy Suites Hampton Roads Exhibits, Inc.
The Greenbrier
Hampton CVB
Hilton Garden Inn Richmond Downtown
The Hotel Roanoke & Conference Center
Marriott Chesapeake
Newport News Marriott at City Center
Omni Charlottesville Hotel
Omni Richmond Hotel
Richmond Region Tourism
Sheraton Roanoke Hotel & Conference Center
VA Beach Resort Hotel & Conference Center
Westfields Marriott Washington Dulles
Wintergreen Resort
YourMembership.com

Outcome-Focused trade shows that are Fiscally-Responsible and Socially In-Tune.

Call NOW to develop a successful event for your company or organization!

804.338.5329

Premier Exhibit & Event Services
a red carpet experience every time
At the DoubleTree by Hilton Williamsburg, they put the human touch back into your travel experience. It all starts with a warm welcome of a chocolate chip cookie at check-in. The caring continues with everything from the luxurious comfort of their Sweet Dreams sleep experience to their highly-trained staff members who are dedicated to anticipating your needs so your stay is the best it can be.

**DoubleTree Culture**

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.

**Conference Center**

With 31 breakout rooms, a 13,000 sq. ft. ballroom, a tiered auditorium and amphitheater, their 45,000 sq. ft. of conference space is perfect for any meeting or event, accommodating from 5 to 1,500 attendees. Your meeting attendees will enjoy exceptional service from their conference services staff during the day while relishing in the comfort of the guestrooms at night.

**Premium Location**

The DoubleTree Williamsburg is conveniently located 35 miles from the Richmond International Airport, 15 miles from Newport News/Williamsburg International Airport, and 45 miles from the Norfolk International Airport. Only 1 mile from Rt. 199 and I-64, the property is adjacent to Busch Gardens and Water Country USA and just minutes from the Historic Triangle of Williamsburg, Jamestown and Yorktown.

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Join us for Sweet Dreams and Warm Cookies.

Small or large, plan your next event at the DoubleTree Williamsburg and enjoy our caring service, updated guestrooms, extensive conference facilities, and of course, the cookies! Ask about our Fall Meeting Incentive when you call.

DoubleTree by Hilton™ Williamsburg

Contact Lucy Pearson, Sales Manager, 757-259-5620 or Lucy.Pearson@InterstateHotels.com
50 Kingsmill Road, Williamsburg, VA 23185
Williamsburg.DoubleTree.com

DoubleTree by Hilton. Where the little things mean everything.™

Hilton HHonors membership, earning of Points & Miles and redemption of points are subject to HHonors Terms and Conditions.
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.

Three Indulgences...One Convenient Location
Shula’s America’s Steak House
Work, Play, Dine
Celebrate life’s special moments in the atmosphere created by someone who knows perfection—Coach Don Shula. Relax in Shula’s Lounge or enjoy our extensive wine list while dining on selections that offers more than just great steak!

Hilton Richmond Hotel & Spa
Relax, Indulge, Enjoy
Experience 4-Diamond Service in Richmond’s hottest location. Meet with success while offering your attendees and their guests world class shopping and dining, or visit Richmond’s many venues—all within minutes of the hotel. Relax in Aura, Indulge in Shula’s and host a very successful Meeting!

Aura Spa & Salon
Relax, Rejuvenate, Refresh
Our Chromatherapy-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.

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
Richmond, VA 23294

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@vsae.org.

For more information, visit www.whatiscae.org.