

NEXT EVENT

March 7, 2014

Holiday Inn Richmond Airport
445 International Center Drive
Sandston, VA 23150
804-236-1111
www.tinyurl.com/HiRichmondAirport

SCHEDULE

8:00 AM..... Registration &
Cont. Breakfast
8:30 AM..... Seminar

**From Insight to Action:
6 New Ways to Think, Lead
and Achieve**

11:00 AM..... Reception
11:45 AM..... Lunch/Program

**Take a Fresh Look at
Leadership: Engaging the
Next Generation**
Gabriel Eckert, CAE

1:15 PM..... Adjourn

Register online at
www.vsaе.org.

UPCOMING PROGRAMS & EVENTS

April 4, 2014

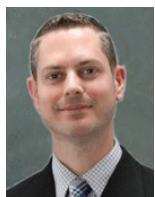
Seminar: **"Values Based Leadership: A Case Study"**
~ Mark Fernandes, Luck Companies
Lunch: **"Values Based Leadership: Life On Purpose"** ~ Mark Fernandes
DoubleTree by Hilton Richmond-Midlothian

May 4-6, 2014

Annual Conference
The Boar's Head

For a complete Calendar of Events visit www.vsaе.org.

From Insight to Action: 6 New Ways to Think, Lead and Achieve



Gabriel Eckert, CAE,
BOMA of Georgia

Join us at our March meeting as **Gabriel Eckert, CAE**, Executive Director, BOMA of Georgia, presents **"From Insight to Action: 6 New Ways to Think, Lead and Achieve."**

Take a fresh look at leadership! This seminar offers insights to help you lead and sustain an organizational culture that embraces the opportunities that a dynamic environment (one that demands an equally dynamic skill-set) presents. The cornerstones are six competencies:

1. 360-degree thinking - being cognizant that ideas and insights from anywhere are interconnected.
2. A heightened sense of internal intuition - the art of blending knowledge with perception to make better decisions.
3. Dynamic decision-making - a framework for determining whether a decision should be made more on intuition, data or processes, or both.
4. Using powerful questions - recognizing patterns and creating meaning behind gathered data.
5. Understanding change - identifying the factors underlying people's ability to absorb and embrace change.
6. Diversity of thought - seeing and valuing stylistic differences in thinking, personal experiences, and inborn human characteristics.

Gabriel Eckert, CAE, Executive Director of BOMA of Georgia, has been a professional speaker and consultant since 2002. He has worked with dozens of nonprofit organizations and other businesses, and has spoken at numerous conferences, including the ASAE Annual Meeting and ASAE Great Ideas Conference.

LUNCHEON:

"Take a Fresh Look at Leadership: Engaging the Next Generation"

Generational shifts, technology, and the pace of change all demand that we do business differently. These changes also create new questions for association leaders. Take a fresh look at leadership with Gabriel Eckert, CAE, author of *From Insight to Action: 6 New Ways to Think, Lead and Achieve*. This interactive presentation is designed to help you understand how to engage and retain the next generation.

Register online today at www.vsaе.org to attend this valuable session on March 7! If you prefer to pay by check, use the registration form found online.

HOTEL RESERVATIONS:
Holiday Inn Richmond Airport
445 International Center Drive
804-236-1111
www.tinyurl.com/HiRichmondAirport
Room Rate: \$89
Please mention VSAE.

2014 Annual Conference: *Don't Be Cavalier About Your Association Career*

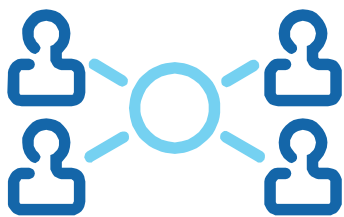
May 4-6, 2014
The Boar's Head
Charlottesville, VA

Make plans to attend VSAE's 2014 Annual Conference and take charge of your career.

The education at this year's conference will focus on the skills and tools necessary to become the most effective association executive possible. This includes sessions on networking, habits of success, and leadership. There will even be a session focused on how to

get to the corner office, specifically geared for emerging association professionals. There will be something for everyone.

Stay tuned for more details, and be sure to mark your calendar so you don't miss out. See you in Charlottesville!



Shared Interest Groups (SIGs): Peer-to-Peer Learning

One of VSAE's best resources are its members. Our Shared Interest Groups or SIGs are a great way to tap into that resource by allowing members to connect with other members organized around specific topics or association roles. For example, the Deputy Director SIG met earlier this month to discuss conducting performance reviews.

SIGs are member driven and are great ways to learn directly from fellow members and share your own experiences on a given subject. Being member driven

also allows for you to control when you meet, where you meet, and what topics you discuss.

There are several SIGs already organized and planning to meet in the coming months. You can see the schedule to the right.

There are also SIGs on technology, small association CEOs, and membership.

If you are interested in joining a SIG or starting one around a new topic, call Brandon at VSAE's office at 804-249-2234 or write him at brandon@vsae.org.

Association Executives:

Mark your calendars with these upcoming SIG meetings:

- **Association Management Companies (AMCs)** – March 18, 11:00 AM – Location TBD
- **Deputy Directors** – March 20, 8:30 AM – IIAV
- **Emerging Association Professionals** – March 7, 11:00 AM – Location TBD
- **Meeting Planning** – March 13, 8:30 AM – Medical Society of Virginia

Attendance is FREE for VSAE members. For more information and to register, go to www.vsae.org under the Events & Education tab.

Free Tax Help for Virginia Taxpayers



Got filing questions about your 2013 federal and Virginia state taxes? It's tax time again and the Virginia Society of Certified Public Accountants (VSCPA) is pleased to offer FREE tax assistance to Virginia taxpayers through a variety of special programs.

VSCPA Tax Resource Center

The VSCPA's Consumer website, www.FinancialFitness.org, contains a wealth of tax resources for both federal and Virginia taxes with links to download forms, articles for

individuals and businesses, frequently asked tax questions and tips for the 2014 filing season.

"Ask a CPA" Email Program

In addition, anyone filing federal or state tax returns in the Commonwealth of Virginia can get free online tax advice by submitting email questions at www.FinancialFitness.org through the "Ask a CPA" Email Program. Experienced, licensed certified public accountants (CPAs) will provide answers to tax questions within three business days.

NBC12 Tax Call-In Program

On Monday, February 24, Wednesday, March 12 and Wednesday, March 26, 2014, from 5:00-6:30 PM, watch NBC12 for a live call-in program. Call 804-345-1212 or 800-733-2812 to speak directly with a CPA expert and get free answers to your tax questions.



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**Virginia Society of
Certified Public
Accountants**

What Keeps You Awake at Night?

I don't literally want to talk about your sleep habits or issues with insomnia.

However, I do want to discuss the issues facing you, your association, your property, and your business.

The association world is changing. Associations, especially at the state and regional level, are facing increasing competition for members and revenue. Whether it's a professional association or a trade association, members are demanding more value and more bang-for-their-buck. At the same time, we association managers are changing too.

There are large generational shifts between Baby Boomers, Gen X'ers, and Millennials that will have profound impacts on our members and our own staffs. Traditional revenue streams are drying up, forcing

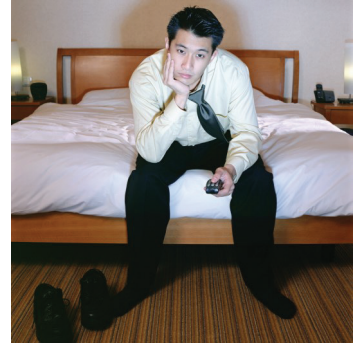
associations to seek out new funding models. Shifts within our own varied industries necessitate us to be more nimble with all our programs and services. Simply put, just because something was successful yesterday does not mean it will work today, tomorrow, or five years from now. So, how do we move forward?

My hope is that VSAE can be one of the resources to help navigate these challenges. Sometimes we do that through our educational content, be it a monthly seminar speaker, newsletter article or speaker at an event like the Annual Conference. Sometimes VSAE simply provides the forum for you to get those answers from your colleagues through our networking receptions, SIGs, and just bringing together the best and brightest in association management. Of

course our ability to do any of this would not be possible without the support of our Partners and associate members.

So, what keeps you up at night? How do some of these broad challenges affect your association? How can we face these challenges together? I want to know.

I will be reaching out to VSAE's membership to ask these questions. This column will then become a regular feature in the newsletter to reflect those conversations. Sometimes I may discuss big picture items from a 30,000 foot level and other times I may share a member's amazing success story with something much more tactical. Whatever the specific topic, it will be aimed at talking about what the future may hold for association management and VSAE.



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.

Are You an Association Professional Under 40? Have a Passion for the Next Generation of Leaders?

Mark your calendar for **FRIDAY, MARCH 7 at 11:00 AM**. VSAE is reorganizing its Emerging Association Professionals group, and we want your input. Come join us for a quick organizational meeting. Bring your ideas on how VSAE can serve our future association leaders. Then stay to hear from our speaker about the next generation of association leadership.

Check Out the IRS Website

During this tax season, take advantage of the Internal Revenue Service (IRS) website, www.irs.gov, to find a specific tab for "Charities & Nonprofits." Under this tab find a second level of navigation for **Other Nonprofits**, which includes trade and professional associations.



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TO GET THEIR LIFE BACK

Register to win a fantastic sweepstakes and exercise your rights at Virginia.org/Meetings!

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Association Metrics



Segmentation: The Key to Understanding and Satisfying Your Members

How often have you heard some of your members rave about one of your programs, while other members have absolutely no interest in taking advantage of that same program? When it comes to having the right mix of benefits and programs that satisfy the needs of your members, one size does not fit all. Members join associations to satisfy a variety of personal and professional needs, and not all members want or need the same things.

The first step in satisfying your members' needs is to uncover the differences among your diverse member population. One of the easiest and most effective ways of discovering how members' needs differ is to conduct a member survey, and analyze the results through a segmentation analysis.

The basic purpose of using segmentation analysis is to examine survey results from the perspective of smaller homogeneous groups of members, rather than one heterogeneous group. This will enable the association to

discover where there are differences among the segments, develop benefits and programs that are tailored to the needs of the individual segments, and ultimately increase member recruitment, increase member retention, increase non-dues revenue, and increase member loyalty.

In a recent study, we found that individuals who had been an association member for 6-10 years were less engaged with the association and less loyal than member segments on either side of the tenure spectrum. With a variety of member benefits, programs, and social media designed to attract new professionals, this segment was being overlooked by the association's leadership. Many of these members who were completing their first decade of membership had already sampled all of the applicable benefits, had rotated through all of the continuing education modules, and were craving something new. As a result of this analysis, the association is well on its way to designing

experiences to increase the level of engagement and loyalty of this member segment, without taking attention away from its other member segments.

Segmentation analysis is accomplished by dividing the membership into subgroups based on demographic, geographic, and behavioral characteristics (e.g. the number of years the individual has been a member). Once you have determined the upper and lower limits for each segment (e.g. under 2 years, 2-5 years, 6-10 years, 11-15 years, 16-20 years, and more than 20 years), you simply compare the statistics of individual survey questions (e.g. ratings for meetings, continuing education, website, advocacy, publications, etc.) for each group. By using a T Test, you can determine whether one group's responses are significantly different from other groups' responses.

There are several issues to consider in the design of any segmentation analysis.

Which Member Characteristics to Use

The first issue to consider is which characteristics should be included in the analysis. Some of this information will likely be in your membership database (e.g. type of membership, date joined, etc.) and some information will have to be gathered from membership applications or surveys (e.g. age, gender, certifications held, formal education, likelihood to recommend, etc.). The more information that is stored internally and can be applied to survey responses, the less information that will have to be asked in the member survey.

Segmentation characteristics should be selected that are easy to gather/measure and

(Continued on page 5)

ABOUT THE AUTHOR:



Larry J. Seibert, Ph.D. is an Associate Professor of Marketing at Anderson

University and the President/CEO of Association Metrics, a research and consulting firm that specializes in voice-of-the-member association research for strategic planning. He can be reached at larry@associationmetrics.com or by phone at 317-840-2303.

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...The Key to Understanding and Satisfying Your Members *(continued)*

(Continued from page 4)
where you would expect differences in perceptions, attitudes, or opinions to exist. The ultimate goal of segmentation is to offer targeted benefits and programs to segments of members, so after the analysis is completed, those same characteristics will be used to reach the targeted segment with communications about the new programs and services.

Uniqueness of Characteristics

Some segmentation characteristics, although measuring different characteristics, may actually overlap each other and measure the same underlying characteristic. For example, the characteristics of age, the length of time a person has been a member, and the length of time the person has

worked in the profession, are positively correlated because they have the same basis – time. Older individuals tend to have been a member longer than younger individuals, and tend to have worked in the profession longer.

If there are two characteristics that are producing the same segmentation results, there is no need to measure both characteristics. Focus on the member characteristic that is the easiest to measure or is the easiest to use for developing targeted experiences and communicating those experiences.

Number and Size of Segments

In segmentation analysis, there is a tradeoff between the number of segments and the size of the segment. For

example, dividing members' chronological age into ten categories will produce smaller groups (albeit more homogeneous), than dividing age into six segments. Choose the upper and lower limits for each group where you have reason to believe a division exists. For example, we expect members during their first two years of membership to behave differently than those who have been members longer, so our first membership tenure segment is "under 2 years". As much as practical, try to have the range for each category roughly the same (e.g. 5 year increments).

Don't be surprised if you find that some of the most logical segmentation variables produce absolutely no difference at all. In all of our research studies, we always

conduct a segmentation analysis on gender, and in virtually every case, there are no differences among male and female members' professional needs, nor in their evaluation of the association's offerings. Finding no significant difference for a particular member characteristic simply means that that characteristic is not a predictor of member differences.

Whether you are using segmentation analysis to discover differences among your members, to confirm suspicions about differences among your population, or to design new benefits and programs that target segments of your member population, segmentation is a simple analytical tool that provides you with valuable information.

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Print or online, you can't get your advertising message to more association executives in central and southern Virginia any other way! See below for pricing and availability, then contact VSAE immediately!



Track the Virginia General Assembly

Keep tabs on the Virginia General Assembly at one of these valuable websites:

<http://viriniageneralassembly.gov>

<http://dls.state.va.us/>

The session is scheduled to adjourn on Saturday, March 8, 2014.



2014 VSAE Newsletter Ad Space is Still Available!

SPEAK TO YOUR AUDIENCE IN LIVING COLOR!

VSAE's monthly newsletter *The Association Press* is distributed to 350+ executives and professionals each month. Ad size is **5.25"W x 3.5"H**.

1-2 Ads @ \$475 each

3-5 Ads @ \$450 each

6+ Ads @ \$425 each

Ad space is available in the following newsletters:
March, August, October, November and December.

Reach Your Association Target Market - Reserve Your Ad Space TODAY!

For more information or to reserve your advertising space, go to our website at www.vsa.org under the Partners & Sponsors tab and click on the 2014 Partner Program - Sign Up Form.

Questions? Contact Tracie Grady at 804-747-4971 x5 or tracie@vsa.org.





Regular Communication with Advertisers

Congratulations! You have done what smart people do and got a large percentage of your advertisers to commit to their advertising schedules for 2014. This is a great accomplishment and you should be really proud of yourself. Since you did such a good job of getting commitments by early 2014, you can just leave those contacts alone and focus on bringing in even more revenue. Right? Although bringing in additional revenue is a key piece of ensuring that your revenues meet, or exceed, your sales objectives, you cannot simply ignore those companies that have already purchased from you.

Just like when marketing to members, you want to form strong relationships with your advertisers. You can never forget that people are making the decision to advertise and almost all human beings like to work with people they know and respect. In order to form that bond, and the loyalty that hopefully goes along with it, it is important that you continue to communicate with advertisers after they have committed.

I realize it is not always easy to find reasons to reach out to confirmed advertisers. Here are a few ideas for you to consider:

1. **Just say hello.** This may sound strange but it really means a lot to advertisers when you reach out to them to do something as simple as saying hello. The key here is to not sell them anything but just to say hello and let them know you are thinking of them and appreciate them. This type of communication can be done once, or multiple times, during the year. You want to make sure that the communication is personalized, as if it is determined to be a generic
2. **Ask how their ads are working.** This type of communication can be risky as it is possible that an advertiser tells you that his ads simply are not performing the way they had hoped. Even though you are taking a risk by asking this question during the contract it gives you the opportunity to address the issue and provide a potential solution. It is much better to work with an advertiser while things are not working so well as opposed to trying to solve the problem when the client decides not to renew their contract for the following year.
3. **Introduce them to new research or trends.** Back when the economic downturn first started more and more companies were cutting back on their ad spending. What better time to show them research on how companies that consistently advertised during down times performed better when things improve? This type of research not only makes the advertiser feel more comfortable about what they are doing but it also gives your contact ammo to show their supervisor if their spending is ever questioned.
4. **Let them know about new opportunities.** Most associations develop new opportunities during any given year. As long as you are not too aggressive you should definitely let your current advertisers know about these new opportunities. One good way to do this is by letting them know that since they are an existing advertiser and know the value of reaching your audience

you wanted them to be one of the first people to know about something new you are just introducing. If you make them feel special it will enhance your relationship, not damage it.

5. **Request their input.** Associations are always trying new things and/or considering doing new things. What better way to make a relationship stronger than by asking your advertisers for their opinions on things. In addition to enhancing your relationship with the advertiser if you ask the right people at the right companies you will also get some input you can use to your advantage.

Relationship based sales is what works today. If you know you can count on certain companies year after year because you treat them well and they respect you and see the value in your audience your job will be significantly easier. Consistent communication with your advertisers is critical in developing these relationships. I realize this is another thing to add to your already full plate but I promise you it will be worth your while.

ABOUT THE AUTHOR:



Scott D. Oser is President of Scott Oser Associates, your source for membership, marketing and

sales strategy development and implementation. Scott Oser Associates was formed in 2006 to develop customized solutions to solve unique membership, marketing and sales challenges. They have successfully partnered with a large number of **for-profit** and **non-profit** organizations to increase their bottom-line from memberships, marketing and sales efforts. Their success is due to their extensive knowledge of numerous marketing techniques and the ability to put them together strategically to get the best results possible. Please visit their website at www.scottoserassociates.com.

JANUARY MEETING EVALUATION SURVEY PRIZE WINNER

Congratulations to Dale Bennett,

President & CEO of the Virginia Trucking Association, who was the January Meeting Evaluation Prize Winner.

His prize is an overnight weekend stay with breakfast for two from the Omni Richmond Hotel.

*Don't miss out!
Submit your evaluation when
received by email.*

Be a Better YOU!

Do you want to be a better YOU? Here are five ideas to help you get started on your way!

1. **Listen more and talk less.** You have one mouth and two ears. Use them accordingly. These active listening tips will help you improve:
 - Attend to yourself. Get ready to listen with your eyes, mind and heart as well as your ears.
 - Focus on the speaker. Let the speaker talk. Don't interrupt or assume you know what he or she will be saying next. Ask questions and resist being judgmental.

2. **Check your self-talk.** A positive attitude is the hallmark of success. Inside your head where it all starts, attitude is a mindset. It's the way you look at things mentally. You are in charge of your self-talk; your self-talk controls your feelings. Therefore, you are in charge of your feelings/attitude.
3. **Practice "kaizen".** Kaizen is Japanese and means the relentless quest for a better way for higher quality performance and a daily dose of pursuing the best you can be. Continuous improvement will bring change little by little. Kaizen keeps you stretching to outdo yesterday. The small increments (little things) you make happen each day gradually add up to an advantage over the competition.
4. **Be coachable.** There's always something we can learn from everyone, no matter his/her age, background or area of expertise. Don't close off on opportunities to learn just because you think you know enough. Open your mind and let every encounter be a learning lesson.
5. **Have more fun.** Loosen up. Laugh and smile more. Don't take yourself too

seriously. Constantly look for ways to celebrate the successes in your life. Have lots of celebrations. (Don't forget the successes of those who work with you.)

Remember – **MOTIVATION** gets the job going, but, **DISCIPLINE** gets the job done.

ABOUT THE AUTHOR:



Jim Wilson is Chief Energizing Officer, Personal Development & Business Coach, and Motivational Speaker at Wilson Motivational.

Contact Jim at jimwilson@wilsonmotivational.com.

Readers' Choice Award Winners

ConventionSouth magazine's **Readers' Choice Award** recipients represent CVBs, meeting sites and hotels in the South that the magazine's readers nominated and selected based on their high standard of professionalism and quality service. For a complete list of winners, go to www.conventionsouth.com.

"TOP NEW & RENOVATED" WINNERS:

- DoubleTree by Hilton Richmond-Midlothian
- The Omni Homestead Resort

Congratulations to our VSAE members who won this award!



2013 READERS' CHOICE AWARD WINNERS:

- Chesapeake CVB (*also honored as "Surprising Recreational City"*)
- Colonial Williamsburg Hotels
- Discover Lynchburg
- Greater Richmond Convention Center
- Hampton Roads Convention Center
- The Inn at Virginia Tech and Skelton Conference Center
- Visit Loudoun
- Myrtle Beach Area CVB
- Pinehurst Resort
- VisitNorfolk



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TechConnect: Four Reasons Why USBs are Still Relevant at Conferences



USBs. Flash drives. Thumb drives. Whatever you call them, they've become a necessity at any event. But in the age of iPads, which don't even have USB ports on them, some people wonder why they are even still around. So we thought we would give you a little insider information as to what we hear from our clients pretty regularly. Here are four reasons why customized USBs are still highly desirable at your next conference or event.

1. Branding

Associations and other organizations alike are constantly looking for ways to increase their brand awareness, and rightfully so. Adding your organization's logo on the side of USBs that you will give away to hundreds or even thousands of industry insiders is a great way to continue to spread the word that you are still relevant. Some clients of ours have even sold their USBs at conferences to members and non-members in order to

leverage the value of their content. Being able to sell your content to industry insiders because your content is valuable enough to put a price on it - now that's powerful! It's all about leveraging your content and keeping it relevant.

2. Note-taking

Giving away a USB with content on it is a great way to add value to your conference. Providing attendees with pertinent speaker material so they can follow along and learn more easily is a huge bonus. But now imagine being able to record notes on that USB as the speaker goes from page to page. Attendees are able to keep personalized notes on each session and topic, making your conference even more valuable.

- Notes are uniquely associated with the PDF or HTML version of the corresponding paper, presentation or abstract on the drive.

- Notes can be created, saved and re-edited as often as needed.
- Users can print out their notes.
- Notes are fully searchable.

3. Stay in Front of Users

Imagine being able to stay in front of your members and users on a daily basis. Now think about things that you use nearly every day while working, or even at home. USBs are a great way to continuously have your logo or brand in front of your members or even non-members each and every day. People attach them to their key chains to carry from home to office and have them plugged in at work constantly to save important documents that they need to transport from point A to point B.

4. Usability

When people think of having content on a USB, they think of having a random list of PDFs or Word documents thrown onto it. This isn't the case with our USBs. We custom build a site for your materials on the USB that is completely searchable. This means your attendees have an organized system to view and search for certain documents as they please. We do whatever we can to make things more useful for you and your attendees and this is just another way we make our USBs stand out from the crowd!



ABOUT THE AUTHOR:

Aaron Manogue is a webmaster is an SEO specialist for Omnipress, a company based in Madison, WI that specializes in the association and meetings industry through printing, collecting abstracts online, managing online knowledge centers and creating digital content on CD-ROMs, DVD-ROMs and flash drives. Contact Aaron at amonogue@omnipress.com.

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VSAE Website Gets New Look and Feel

After many months of work, we are pleased to announce that our redesigned website officially launches in February. Our site has undergone significant background changes, as well as minor member-friendly aesthetic changes. A few of the cosmetic changes include new home hero banners as well as navigation that reflects a more modern look and feel. The homepage now offers easier access to your member profile and other items important to

you, including a News Feed for up to date information and an easily accessible events widget.

From an operational perspective, the new site allows members to access more detailed, up to date information on all aspects of the association, including meetings and events as well as information on membership, payment history (for accessing receipts) and

participation history (including CEU credit tracking).

Speaking of CEU credit tracking, members in the CAE or CMP program will now have access to their VSAE

continuing education credits earned within days of our events. They will also have the capability to add their own credits for items not managed by VSAE such as credit for ASAE sessions, publishing an article or teaching credits.

"Not only has the VSAE website had a much needed facelift but the new database component allows for frequent content updates and a simple, efficient user experience," said VSAE's Past President, Stephanie Peters, CAE. She continued, "We think this site, along with the social media efforts we are expanding upon, will help us connect with our membership in a much more effective and user-friendly way."

www.VSAE.org

Register Now for Statewide Tornado Drill

Annual drill is set for March 11 at 9:45 AM.

Since 2011, 67 tornadoes have struck Virginia, affecting nearly every part of the state. April 2011 was particularly dangerous, when 10 people died and more than 200 were injured as a result of tornadoes that destroyed at least 210 homes and damaged 1,050 more.

Tornadoes are common in Virginia, so it is critical that everyone knows what to do when a tornado warning is issued. All Virginians can practice taking cover from tornadoes during the **Statewide Tornado Drill, set for Tuesday, March 11, at 9:45 AM.** Every home,



Prepared by the VA Department of Emergency Management, January 2014
804-897-6510 • pio@vdem.virginia.gov • www.ReadyVirginia.gov

business, organization, school and college can hold a tornado drill. If you can't participate at that time, then choose another time or date – the most important thing is to practice tornado safety.

To start the drill March 11, the National Weather Service will send a test tornado warning at 9:45 AM. This will trigger a tone alert and message on

NOAA Weather Radio that will prompt local radio and TV stations to broadcast a test message. (Learn more about NOAA Weather Radios and why you should have one at www.vaemergency.gov/readyvirginia/stayinformed.)

Ready
✓
virginia

When a tornado warning is issued for your area:

- Go immediately to a safe place – usually the lowest level of your home, office or school – and stay there until the warning expires.
- If there is no basement, go to a windowless interior room such as a closet, bathroom or interior hallway.
- Crouch as low as possible to the floor, facing down and covering your head with your hands.
- Get instructions on how to hold a drill and register now for the Statewide Tornado Drill at www.ReadyVirginia.gov.

Health Care Corner: Tip by Monty Dise

Beginning January 1, 2014, the Affordable Care Act (ACA) requires certain health insurance companies who insure individuals and small group health plans (2-50 employees in size), either inside or outside of the Health Benefit Exchange Marketplaces, to offer a broad

range of coverages known as the Essential Health Benefits. The Essential Health Benefits (EHB's) include ten categories of standard coverages ranging from inpatient hospitalization, emergency services, and primary care visits. The EHB's do include three new categories of coverages:

1. Pediatric Dental Services.
2. Pediatric Vision Services.
3. Habilitation Services.

Individual and small group consumers need to make sure the plans they buy are ACA compliant. Some insurance plans offer both compliant and non-compliant ACA plans.



Questions? Contact:
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PARTNER HIGHLIGHT: Hilton Richmond Hotel & Spa at Short Pump

There is more to a successful event than meeting. Often, goals and objectives can be achieved by being creative in how attendees interact, and where they interact. Situated in the heart of Short Pump, the **Hilton Richmond Hotel & Spa** combines great meeting space with great gathering spaces, creating an oasis in which successful events are guaranteed.



Hilton  **Richmond/Short Pump**



Featuring a total of 25,000 square feet of event space, our Event Center includes the 10,500 square foot Capital Ballroom, plenty of breakout meeting space and nearly 6,000 square feet of pre-function space – ideal for exhibits, receptions, and team building exercises.



The Hilton Richmond Hotel & Spa is designed to accommodate meetings and events of multiple sizes and needs. And we are proud to have hosted VSAE's monthly luncheon in 2010 and the holiday event in 2011, 2012 and 2013.



But meetings are only a part of who we are. Our 254 guest rooms and suites are larger than most and offer amenities that make your stay very comfortable. Our Executive Level guest rooms and suites offer upgrade options for your special guests.

At a time when health and wellness are a part of every meeting, **Aura Spa & Salon** creates special services that are tailored to your group's needs. The services are timed to fit into even the

most hectic schedule, and mirror the focus of each event. Our team of Spa professionals can become part of your meeting agenda, facilitating a session on health, wellness and fitness, either in the spa or a meeting room. Or add a special touch during registration with chair massages for your attendees.

Dining is always an integral part of any meeting. Whether you are hosting planned events prepared by

our banquet culinary team, or rewarding your board with a private dinner in **Shula's America's Steak House**, we offer many options. Our



seasoned Conference Planning team will guide you through the detailing process, making suggestions and creating culinary events that ensure your attendees will leave talking about how glad they are to have been part of such a fun, successful, and rewarding event.

Situated adjacent to Short Pump Town Center Mall, we are minutes from the many unique venues the area has to offer. Shopping, historic tours, a comedy club, and numerous other activities and restaurants afford many options for downtown and family members.

Contact Information
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Three Indulgences...One Convenient Location

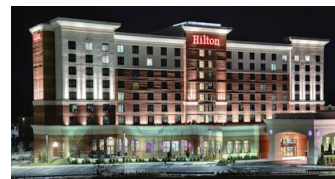
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AROUND THE COMMONWEALTH



2013 PLATINUM CHOICE AWARD WINNERS

VSAE members **The Greenbrier, Pinehurst Resort** and **Virginia Beach Convention & Visitors Bureau** were awarded the 2013 Platinum Choice Award from *Smart Meetings* magazine. Honored recipients are recognized for raising the bar across the country, exceeding planners' and attendees' expectations with their stellar facilities, amenities and quality service

CLARKSON ELECTED VICE-CHAIR OF NATIONAL ORGANIZATION

Brenda Clarkson, Executive Director of the Virginia Association for Hospices and Palliative Care has been elected Vice-Chair of the National Hospice and Palliative Care Organization's (NHPCO's) Council of States (COS). COS is a forum of leaders that promotes and enhances quality end-of-life care through state and national activities.

COLONIAL WILLIAMSBURG PROPERTY RANKED #1 IN REGION

Matt Polansky, Director of National Accounts at **Colonial Williamsburg**

Hotels, announces that their Williamsburg Inn Regency Room was awarded *Coastal Virginia* magazine's (formerly *Hampton Roads* magazine) 2014 Platinum Plate Award. The magazine ranked the Colonial Williamsburg restaurant as the #1 restaurant in the region (from Williamsburg to Virginia Beach area).

GLASS ELECTED TO ACCED-I BOARD

Rick Glass, Assistant Director, Events, Conferences, and Support Services at the University of Richmond, was recently elected to a three-year term on the Board of Directors for the Association of Collegiate Conference and Events Directors (ACCED-I). Rick is presently serving on the ACCED-I Board for his second one-year appointment by the Association's president. ACCED-I promotes and advances the collegiate conference and events profession and sets the industry standards of excellence. Rick will begin his new term at the ACCED-I's annual conference to be held in New Orleans in March.

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