



## NEXT EVENT

### November Breakfast Meeting

Thursday, November 6, 2014

Hilton Richmond Hotel & Spa  
at Short Pump  
Richmond

#### Schedule

**8:00 a.m.**

Registration

**8:30 - 10:00 a.m.**

Breakfast

*"Delivering Each Day"*

**10:00 a.m. - 12:00 p.m.**

Seminar

*"Creating Optimal Experiences"*

#### **Hotel Reservations**

#### **Hilton Richmond Hotel & Spa at Short Pump**

12042 West Broad St.

800-445-8667

[richmondshortpump.hilton.com](http://richmondshortpump.hilton.com)

Room Rate: \$125

Please mention VSAE

Register online at [www.vsaе.org](http://www.vsaе.org).

## UPCOMING EVENTS

#### **New Lobbyist Ethics Laws -**

**Seminar** (see page 12 for more info)  
**October 24<sup>th</sup>**

*Embassy Suites Richmond &  
Executive Meeting Center*

#### **Holiday Luncheon & Silent**

**Auction** (see page 3 for more info)  
**December 5<sup>th</sup>**

*Richmond Marriott Downtown*

## CREATING OPTIMAL EXPERIENCES



*Jeff Ukrop*  
Broiggs Experiences

Join VSAE at the Hilton Richmond Hotel & Spa at Short Pump on Thursday, November 6<sup>th</sup> for our Monthly Meeting & Breakfast. Jeff Ukrop of Broiggs Experiences will be presenting on "Creating Optimal Experiences."

Most everyone walks into work each day with a desire to be effective and deliver great service. Moving towards these goals is vital to positive organizational experiences. Often, the challenge is providing quality service once the day is in motion. While each person would love to play a role in an optimal environment, so many things can take place, potentially disrupting the move toward organizational

wellness. This seminar will explore practical concepts, helping participants understand foundational elements for creating special environments and delivering outstanding service.

Participants will walk away realizing the importance of relationships within your organization, knowing how to highlight fundamental principles of service, and how to identify behaviors that will enhance the environment for your team and your constituents.

#### **Breakfast:**

*"Delivering Each Day."*

Organizations take pride in having a strong mission and purpose. However, many distractions can jump into the picture each day, pushing an organization from its purpose. Jeff will offer thoughts on delivering experiences that move toward mission and purpose, thereby, avoiding mission-drift.

**Register for the meeting today at**  
[www.vsaе.org/monthlymeeting](http://www.vsaе.org/monthlymeeting).

## MEASURING MEMBER ENGAGEMENT

There is a lot of emphasis these days on member engagement. Numerous articles have been written about engagement, task forces and committees have been set up to study it, and sessions at annual meetings are being devoted to understanding how to advance it.

Intuitively, it makes sense that associations would benefit from increased member participation in their sponsored activities, particularly those that generate non-dues revenue. Associations receive no additional benefit from "checkbook members", whose only contact with the association occurs once a year when they pay their dues.

Calculating the return on investment of revenue generating activities is relatively straightforward, and most associations

have directors who oversee those activities (e.g. continuing education (CE), annual convention or member-get-a-member).

However, some researchers and association executives define member engagement broadly to include any form of contact that members have with the association, even if it does not generate additional revenue. Association executives are faced with the challenge of quantifying the benefits they receive when members participate in activities that have no direct connection to revenue, such as voting in the annual election, visiting the association's website, participating in its social media or contacting Member Services. Unless they know how they benefit from these activities, it is difficult to reconcile the effort and money invested in

*(Continued on page 6)*

## CEO RETREAT LEAVES ATTENDEES CONNECTED, RECHARGED & INSPIRED

Last month, VSAE held its second CEO Retreat. This two-day event was hosted by **Colonial Williamsburg Hotels** at the Williamsburg Inn from Monday, September 8<sup>th</sup> through Tuesday, September 9<sup>th</sup>. Twenty four chief staff executives attended and enjoyed the five-star hospitality of Colonial Williamsburg. They left feeling inspired to lead their association to the next level. The associations they represented ranged from smaller state-based groups to large national and international associations.

Facilitated by John Sarvay, Founder & Principal Consultant, at Floricane, the attendees focused their discussions on the changing landscape of association



management. John helped attendees explore changing value propositions, new membership models and managing board and staff. John was joined by Brad Dawson, Managing Director



of LTC Dynamics, and Mark Herzog, CAE, Vice President of Corporate Affairs at kaléo. Brad presented case studies on new methods of revenue generation. Mark talked about the leadership challenges of being a chief staff executive of a non-profit. Read more about the content of the discussion on page 5 of this newsletter.

This year's retreat also featured IGNITE presentations from several participants. IGNITE presentations are fast-paced five-minute presentations on a topic about which the speaker is passionate. Topics at the CEO Retreat included movies, strategic planning, memorable career events, board size and even wine. The presentations were a popular new

element, so look for opportunities to do an IGNITE presentation yourself at future VSAE events.



None of this would have been possible without the support of the event host **Colonial Williamsburg Hotels** and each of the eight sponsors; **Hilton Virginia Beach Oceanfront, Kingsmill Resort, Norfolk Waterside Hotel, Richmond Marriott Downtown, Renaissance Portsmouth-Norfolk Waterfront Hotel, Virginia Beach Convention & Visitors Bureau, VisitNorfolk** and **Wintergreen Resort**.

Stay tuned for information for next year's retreat where you can connect, learn and leave feeling inspired in your association career.



ISN'T IT TIME FOR A LITTLE  
**U.O.U.**

You owe it to yourself to host your next gathering in Chesapeake. Our easily accessible Coastal Virginia location seamlessly combines what you need in meeting facilities with what your attendees want out of their surroundings. We'll help you create memorable experiences featuring natural beauty, contemporary attractions and historic landmarks. Your U.O.U. is here—in Chesapeake.

**CHESAPEAKE VIRGINIA**

[www.visitchesapeake.com](http://www.visitchesapeake.com) Toll free (888) 889-5551

### SAVE WITH VSAE 2015 SEMINAR PASSES

2015 Seminar Passes are available for purchase through the end of January. The member price for 2015 seminars is \$40 when purchased individually.

- Save \$15 when you buy a 3-Seminar Pass for \$105
- Save \$40 when you buy a 6-Seminar Pass for \$200

To purchase, email [info@vsae.org](mailto:info@vsae.org) with your order request.

Available to members only. The deadline to purchase Seminar Passes is January 31, 2015.



## CELEBRATE, GIVE BACK AND HAVE FUN



VSAE's Holiday Luncheon & Silent Auction continues to be one of the most popular

events on the association management industry's calendar. It's a fun filled day to celebrate the completion of another year, recognize the achievements of our colleagues and even give a little back to VSAE and our community.

### The 2014 Holiday Luncheon & Silent Auction

Friday, December 5

Richmond Marriott Downtown

You can be a part of this event by donating an item to the Silent Auction. The benefits

for donating an item are three-fold.

- A portion of the auction proceeds will be given to Jill's Blankets, this year's charity chosen by the VSAE Community Service Committee.
- Your company gets exposure to about 300 VSAE members who buy products and services.
- Your contribution ensures VSAE continues to offer reasonably priced educational programming to the association community.

The current list of donors will be listed in the November newsletter, so increase your visibility by donating today.

Donations can be tangible items like a gift basket, gift certificates or both. The estimated retail value of donations must

be a minimum of \$50, and all travel prizes should be valid for at least one year (until 12/5/15) with blackout dates clearly noted.

The Silent Auction Task Force is also accepting cash contributions for the creation of an Auction Fund that will provide additional items for the auction. This is a great way for Executive members to contribute as well.

To donate an item, download and complete the Silent Auction Donation Form found on the VSAE website in the Events & Education section or visit [www.vsaе.org/silentauction](http://www.vsaе.org/silentauction).

If you have any questions about the Silent Auction call Tracie Grady at 804-249-2244 or write her at [tracie@vsaе.org](mailto:tracie@vsaе.org).

## VSAE NEEDS YOUR LEADERSHIP - DO YOU WANT TO...

- Give back to the association community,
- Have input in the future of VSAE,
- Make a positive impact on our industry, or
- Develop new contacts and opportunities?

Each year VSAE looks to the membership to find leaders to serve on the Board of Directors. We need your leadership, involvement and support to remain such a productive and creative group. Serving on the Board isn't just about service to the

organization; the return on that investment of time and talent are often much greater than the service itself.

The VSAE Board is comprised of sixteen Directors including five officers and the Executive Vice-President, who is an ex-officio member. Three Directors are elected by the Executive members at the April Annual Meeting. The terms are three years and commence on the first of May following the election. Directors may not serve for more than two consecutive full terms (or a maximum period of six years).

If you meet the qualifications to serve (member in good standing for three years or more and have been involved in a broad base of activities) we encourage you to apply for consideration.

Visit the About section at [www.vsaе.org](http://www.vsaе.org) to download a 2015-2016 Board Candidate Form. Applications are due by Thursday, November 20<sup>th</sup>.

Should you have any questions please call Rick Eisenman, CAE, at 804-249-2233 or write him at [rick@vsaе.org](mailto:rick@vsaе.org).

### BYLAW CHANGE

At the September 4, 2014, meeting of the Board of Directors, the VSAE Bylaws were officially changed to add the Immediate Past President to the Executive Committee, as noted below in section B, #3, (a):

- (a) Executive Committee  
The Executive Committee shall be composed of the President, President-elect, Immediate Past President, Treasurer, and Secretary of the Society with the Executive Vice President serving as a non-voting member.

(Please note the change in italics/underline above.)

## Three Indulgences...One Convenient Location

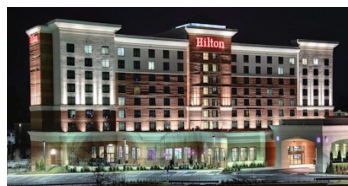
### Shula's America's Steak House Work, Play, Dine

Celebrate life's special moments in the atmosphere created by someone who knows perfection—Coach Don Shula.

Relax in Shula's Lounge or enjoy the our extensive wine list while dining on selections that offers more than just great steak!



**Shula's**  
AMERICA'S  
STEAK HOUSE  
"STEAK UNDEGRADED"



### 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!

**Hilton**  
Richmond/Short Pump

### 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.



**aura**

# FROM BOARD TABLE TO ACTION PLAN

## ABOUT THE AUTHOR



**Bob C. Harris, CAE**, is chairman of the Nonprofit Resource Center in Tallahassee, Florida. For more information write him at [bob@rchcae.com](mailto:bob@rchcae.com).

Most actions fail to be implemented after a meeting of the board. How could this be when the commitments are documented in the minutes, consensus has been reached and assignments are made?

Everyone has *good intentions*. But the pressures of priorities, interests and a “real” job often moves volunteer efforts to the back burner and sometimes even off the stove.

### Phases of the Board Meeting

Board meetings have three phases. A

planning phase crafts an agenda, gives notice and prepares reports. The second phase is the meeting itself, requiring a significant investment of time and energy by officers, directors and staff.

The final phase begins upon adjournment. Enthusiasm alone will not get the tasks done. Use these techniques in keep actions on track:

**Meeting Closure** – As the meeting ends, review the actions that have been agreed upon so volunteers realize deadlines and next steps. Reinforce the importance of what was discussed and everyone’s expectations.

**Minutes** – Draft the minutes promptly. The quicker the minutes are distributed the greater likelihood that leaders will use them as reminders of their commitments.

**Board Portal** – Post documents to a shared portal or use Dropbox so volunteers can review deadlines and progress.

**Staff Awareness** – Meet with the staff soon after the meeting; inform them of the discussions and outcomes to reduce anxiety they may have if they didn’t get to attend.

**Policies** – If the board approved or amended organizational policies, be sure they are updated and archived in a compendium for future reference.

**“There is little value to board meetings if actions do not produce outcomes.”**

**Action Plan** – Create an action plan based on commitments, conversations and the minutes. While the minutes document the actions of the board, the action plan identifies deadlines and accountability.

Colin Rorrie, PhD, CAE, of CCR & Associates recommends an Action Tracking Matrix to involve committees and staff following the meeting, providing the example shown to the left.

**Alignment** – Contrast board actions with the budget and strategic plan. Make adjustments as needed.

**Reminders** – With busy workloads not everything can be completed immediately. Set reminders using a manual calendar or online resource such as [www.remindoo.com](http://www.remindoo.com).

**Committees** – Much of the board actions will rely on committee work. Communicate the board’s directives to committee chairs.

**Dashboards** – Report progress by using dashboards and graphics to visually depict progress and performance.

**One Voice** – Leaders will be asked, “What happened at the board meeting?” Consider distributing an executive summary, sometimes called *One Voice*, so directors deliver consistent messages about discussions.

Make your own checklist of what must occur after the meeting. There is little value to board meetings if actions do not produce outcomes.

Board Meeting ATM  
Action Tracking Matrix

Board Action	Next Step	Responsible Staff	Responsible Committees	Due Date and Interim Updates	Status Update
<b>Example</b> Motion to create online course.	<ul style="list-style-type: none"> <li>✓ Research</li> <li>✓ Content Development</li> <li>✓ Procedures</li> <li>✓ Implementation</li> </ul>	Education Dept.	Education Comm.  Technology Task Force	Report to Board 60 days.  Recommended content in 120 days.  Implementation by end of year.	Provided on schedule.  Lagging pending consultant input.  On schedule for implementation and announcement to membership.

## MEET MIDWEEK THIS WINTER AT BOAR'S HEAD

BOOK 40+ ROOM NIGHTS AND SPEND \$2500 IN F&B  
AND CHOOSE 2 COMPLIMENTARY MEETING ENHANCEMENTS



*Boar's Head Resort*

434.972.2227 BOARSHEADINN.COM/PROMO  
Owned and Operated by the University of Virginia Foundation



## MEMBER TO MEMBER



**Scot McRoberts, MPA, IOM**  
Executive Director  
Virginia Council of CEOs

Our first level evaluation of value is “does this serve our mission?” We track metrics over time on every event and program we offer. These include evaluation data, utilization rates and financials. Then, we are fairly ruthless about cutting or re-casting programs that don't perform.

WHAT IS ONE DEVICE YOU  
COULDN'T DO YOUR JOB  
WITHOUT? ▶

◀ WHAT IS YOUR  
ORGANIZATION'S SYSTEM  
FOR DETERMINING THE  
VALUE OF A PROJECT,  
SERVICE OR EVENT?



**Maureen Dingus, CAE**  
Executive Vice President  
Virginia Society of CPAs

My iPad. Having easy access to email, the database or documents helps with working on the go. I don't need to worry about lugging around my magazines or books, either. I love being able catch up on reading without having to remember to grab extra stuff when I'm trying to get out the door.

## CEOs COMMITTED TO BLOWING THINGS UP

We have discovered the perfect recipe for a CEO retreat. It involves four inches of rain, tri-cornered hats and a bunch of association executives ready to wrestle with big questions.

During my time facilitating VSAE's CEO Retreat, a steady and sometimes torrential rainfall kept everyone focused on the discussions at hand. And the colonial setting made conversations about revolution feel entirely appropriate.

The idea of blowing up small things like governance structures, approaches to leadership, programs and membership dues, came up throughout our time together.

Which made me wonder why so many organizations are reluctant to carve out time

to analyze, deconstruct and rebuild key parts of what they do. Everyone in the room intuitively understood the organizational evolution from start-up to growth to maturity to decline, and the critical importance of reevaluating and reviving before you hit the peak of the S-curve. It's lighting the proverbial fuse that makes people nervous.

As conversations continued, I was heartened to hear a shift in thinking as the ideas began to move toward commitments.

- To explore dramatic reductions in the size of boards to increase organizational agility.
- To eliminate oversized events and replace them with more topical and targeted programming.
- To ignite new leadership opportunities for employees and members.

- To focus on member value at both an emotional and practical level.

It's not easy running an association in 2014. Technology, economics, demographics and other critical factors have made everyone's work a little more challenging. Associations have the added struggle of being seen as a “nice to have” for many individuals and organizations who didn't question the value of their membership a generation ago.

It puts the burden squarely on association executives to continue asking important questions about value and relevance, and periodically getting out of the conversational vacuum to explore change with their peers. Or, heaven forbid, with their members.

*Article written by John Sarvay of Floricane.*

## HEALTH CARE CORNER

Provider networks are a very important part of the buying decision process when purchasing both individual and group health insurance. There are big differences between Preferred Provider Organizations “PPO's”, Point of Service “POS” networks, and Health Maintenance Organizations “HMO's”. Monthly premiums will vary between these network structures, as well as the hospitals and doctors that participate. Be sure to ask questions about your carriers provider network.



**Questions? Contact:**  
**Monty Dise**, President  
AP Group, Inc.  
[mdise@apgroupinc.com](mailto:mdise@apgroupinc.com)  
804-423-7700

After the Perfect Meeting, **Get Closer** to Newport News.

**888.493.7386**  
[newport-news.org](http://newport-news.org)

**Newport News** Virginia

**This & more!**  
Minutes to Williamsburg  
Short drive to Virginia Beach

## MEASURING MEMBER ENGAGEMENT - *CONTINUED*

(Continued from page 1)

increasing member participation in these activities.

Unless the benefits derived from these non-revenue producing activities can be quantified, it is not only difficult to determine the return on investment (ROI) on efforts to increase participation, but determining how to prioritize its limited resources to increase participation is equally challenging. For example, is it more beneficial for the association to invest time and money to increase participation in social media, or to increase attendance at local chapter meetings?

This article examines a variety of engagement activities, whether they produce revenue or not, from the perspective of how these activities correlate to member loyalty. Loyalty is the term used to describe and measure the strength of the relationship between associations and their members.

We propose that all contact members have with their association affects their relationship with the association in some way, either positively or negatively. Positive experiences strengthen the relationship, and negative experiences weaken the relationship.

Over the years, it has been accepted that the stronger the relationship members have with the association, the more likely they will be to do any of the following.

1. Renew their membership.
2. Recommend the association to others.
3. Generate non-dues revenue (meetings, continuing education, publications and premium benefits).
4. Be understanding when there is a dues increase.
5. Be forgiving when there are fluctuations in the quality of service.
6. Speak highly of the association (positive word-of-mouth).
7. Support the association's mission and initiatives.
8. Become more engaged with the association.
9. Donate their time and skills to advance the association's mission through volunteerism.
10. Be an advocate for the association.

To address the current concerns, we examined association member survey data from a number of studies collected over the past three years. We found that all forms of contact with the association (whether the activity generated additional revenue or not) correlated to higher levels of member loyalty.

The actual results for each activity tested varied by association. Therefore, the results reported in the table on page 7 are average differences. For example, survey respondents who successfully recruited another member to join were 50% more likely to be loyal to the association than members who did not recruit a new member.

The table shows a range for continuing education activity because of the different levels of participation for continuing education, and for member benefits activity because of the variety of products and services available.

For continuing education, those who purchased a minimal amount of their educational products from the association (1%-25%) were 30% more likely to be loyal to the association than those who purchased none of their requirements from the association. Those who purchased 100% of their CE from the association were 110% more likely to be loyal than those who purchased none of their CE from the association.

Because the variety of member benefits available could range from using an affinity credit card to getting assistance in running their business, a range of percentage increases was provided for member benefits.

(Continued on page 7)

### ABOUT THE AUTHOR



**Larry Seibert, Ph.D.** is the President/CEO of Association Metrics. For more information write him at [larry@association-metrics.com](mailto:larry@association-metrics.com).



EMBASSY SUITES®

Hampton Roads - Hotel, Spa & Convention Center

### ANOTHER EXCEPTIONAL HOTEL BY JOHN Q. HAMMONS HOTELS

Our Embassy Suites Hampton Roads—Hotel, Spa and Convention Center provides Premium accommodations in Hampton, Virginia. Situated at the intersection of I-64 and I-664 in Hampton, and close to both the Norfolk International Airport and the Newport News/Williamsburg International Airport, our hotel provides easy access to excellent Virginia attractions. We are the quality choice for your next event.

**Contact the Sales Department to start planning!**  
1700 Coliseum Drive | Hampton, VA 23666 | (757) 213-8520  
[embassysuiteshampton.com](http://embassysuiteshampton.com)

### UPCOMING SIG MEETINGS

**Senior Staff**  
**October 31<sup>st</sup>**  
8:30 - 10:00 a.m.  
VA Society of CPAs

**Membership**  
**November 12<sup>th</sup>**  
8:30 - 10:00 a.m.  
IIAV

**Meeting Planner**  
**November 18<sup>th</sup>**  
8:30 - 10:30 a.m.  
VA Association of Community Banks

**Emerging Association Professionals**  
**December 4<sup>th</sup>**  
5:00 - 7:00 p.m.  
Strangeways Brewery

Register online at [www.vsae.org](http://www.vsae.org),  
click Online Registration in the  
Events & Education Section.



## MEASURING MEMBER ENGAGEMENT - *CONTINUED*

(Continued from page 6)

The purpose of the table is not to show what each association can expect from a particular activity, but rather to illustrate that there are differences among activities, and those differences can be measured. Measuring an activity is a necessary requirement for managing the activity.

We are not suggesting that there is a cause-effect relationship between engagement and loyalty. It would be difficult to conclude from survey data whether individuals are more loyal because they are engaged, or they are more engaged because they are loyal. Also, there is likely to be a cumulative effect, as individuals who engage in one type of activity are prone to be engaged in multiple activities. For example, a member who volunteers is likely

to attend local meetings, attend the annual convention, visit the website and use member benefits.

While it appears that any type of contact or interaction between the association and its members has the potential to benefit both parties, the research shows that some types of interactions and activities are more beneficial to the association than others.

Correlating engagement to loyalty will enable an association to quantify the benefits of increased participation in various activities, even if there are no direct monetary outcomes to measure.

Activity	Increase in Loyalty
Participated in association-sponsored continuing education.	30%-110%
Brought in a new member.	50%
Visited the association's website at least monthly.	36%
Attended annual convention.	35%
Volunteered at local or national level.	21%
Attended local/chapter meetings.	17%
Participated in association's social media.	12%
Voted in annual election.	8%
Contacted member services via phone or email.	6%
Used Association's member benefits.	3%-28%

## TOP 10 TRENDS IN ASSOCIATION MANAGEMENT INDUSTRY

### ABOUT THE AUTHOR



**Amy Hewett**, is the Senior Director, Government Relations-Virginia, Mid-Atlantic Affiliate, of the American Heart Association.

If we're not changing, we're not relevant, right? That's the rub for associations today: staying ahead of the ever-changing dynamics both in the association world and in the industries we represent, while satisfying members' wants and needs. VSAE's Emerging Association Professionals Shared Interest Group (EAP SIG) met in September to talk about some of the big trends we're all facing. The EAP SIG is a group of members who haven't made it to the C-suite yet, but know they're on the path to making association career's their life's work.

Greg Melia, CAE, ASAE's Chief Membership and Volunteer Relations Officer began a discussion on the top trends in association management today, what they mean and what we can do to begin addressing them. Here are the trends discussed.

1. Re-invented membership models. Associations need to be looking at what their members want and how they can access just that. Some groups may move to tiered benefit or

other hybrid models. Don't forget that your members' careers are changing more now than they did in the past.

2. Are you mobile? Think about how much you depend on your smartphone. Your members do too, so you have to be ready to meet them there.
3. Demographic shifts. Boomers, Gen X'ers and Millennials work differently and engage differently from one another. Are you listening to all of them?
4. It's all about me. Members want a personal experience and something that they feel directly benefits them.
5. Co-creation. Are you partnering with the right people to innovate?
6. Micro-credentialing. Who doesn't love some extra name badge ribbons? Micro-credentials are the virtual name badge ribbons. Have you thought about finding ways to award them on your member's profiles when they come to a meeting, show up at lobby day, sponsor an event, and so on?
7. Big data. Focus on the actionable stuff to keep your organization moving forward.
8. Empowered networks. People are the lifeblood of what we do. Let's make sure we're providing meaningful ways for people to connect, which includes both professional and social opportunities.
9. Rising partner expectations. Remember that our VSAE Associate

member colleagues have a stake in and valuable insights on what you're doing as well.

10. The power of now. Have you actually gotten to #10 on this list? Maybe not because I used more than 140 characters. Attention spans are fleeting these days. Be direct.

So what are emerging association professionals (ok, all of us really) supposed to do with all these trends? Here are a few ideas we discussed.

1. Manage the present and prepare for the future.
2. Start conversations.
3. Prepare for where the puck will be.
4. Build skills and capacity (both our own and those of our associations).

While this conversation began at the EAP SIG meeting, it certainly applies to all association execs, no matter where we are on the "emerging" career curve. How are you addressing these trends in your association or career? Share your wisdom by writing for the next newsletter and continuing the conversation.

## EDUCATIONAL SYMPOSIUM & EXPO 2014 WAS A BIG HIT



The 18th annual VSAE Educational Symposium & Expo was a huge success. Nearly 300 attendees, exhibitors and sponsors converged on the Greater Richmond Convention Center (GRCC) on Thursday, October 2<sup>nd</sup> for Virginia's premier conference and trade show for association executives and professional meeting planners.

The theme for this year's Expo was a Taste of the Future . . . Today. Exhibitors brought culinary delights from their local area to share with attendees. This included shrimp-n-grits from the beach, local beer and wine, and even oysters. Attendees brought RFPs and completed a passport to

be eligible to win the Expo Grand Prize, a 6 day/5 night stay for two at Frenchman's Reef & Morning Star Marriott Beach Resort in St. Thomas donated by Marriott & Renaissance Caribbean & Mexico Resorts. There was also a First-Time Attendee Prize sponsored by The Omni Homestead and many of the exhibitors held other drawings in their booths.

### EXPO PRIZE WINNERS

#### Expo Grand Prize

**Dick Covert, Jr., CAE**

*Donated by  
Marriott & Renaissance  
Caribbean & Mexico Resorts*

#### First-Time Attendee Prize

**Jennifer Allman**

*Donated by  
The Omni Homestead*

The day started with breakfast and a keynote presentation from Richard Hadden, CSP on his best-selling book, "Contented Cows Still Give Better Milk." Hadden talked about investing in people to engage employees and members alike. Attendees were then able to attend one of several breakout

sessions on topics such as strategic

planning, meeting marketing and engaging the next generation of leadership. There was also a session called The Solution Room, where the content was attendee driven. Participants were able to walk out of that session with answers to the questions keeping them up



at night and a process to use at their association meetings.

Back by popular demand, the Expo was preceded by a Meeting Planner's reception the evening before the show at the Richmond Marriott Downtown. Guests enjoyed networking with each other in advance of the big event.



VOTED #1 SPECIAL EVENT VENUE  
IN CENTRAL VIRGINIA!

## über chic

Step into history and stay in style. Rich, earthy granite. Weathered timber beams. The Craddock Terry Hotel offers lushly designed space for meetings, retreats and special events.

**Craddock Terry**  
HOTEL  
AND EVENT CENTER

[www.craddockterryhotel.com](http://www.craddockterryhotel.com)  
434.455.1500

**Southern Living**  
Best Collection

Overlooking the James River, Historic Downtown Lynchburg, VA Book your event by December 2014 and receive 25,000 FREE Stash Points!

**STASH**  
HOTEL REWARDS

### THE FOOD WAS A HOME RUN

Greater Richmond Convention Center and Aramark hit it out of the park with the food at this year's Expo. It began with a big breakfast spread including cereals, a variety of breakfast breads and the traditional scrambled eggs, bacon, sausage links and hash brown potatoes with all the fixings, of course.

Lunch included passed hors d'oeuvres; carving stations of beef brisket and roasted turkey, four types of salads; crab soup and vegetable chili; finished off with a wide variety of desserts from petit fours to chocolate balls, mini key lime tarts and cheese cakes, and everyone's favorite ... chocolate chip cookies.



## NETWORKING AND MORE AT THE 2<sup>ND</sup> VSAE DAY



On Thursday, September 4<sup>th</sup> VSAE members participated in the second VSAE Day at the Wyndham Virginia Crossings Hotel & Conference Center. The day began bright and early with Randy Bush and a crew of volunteers making his award-winning Brunswick Stew. Quarts of the Stew quickly sold out and over \$200 in proceeds were donated to the John Dufour Memorial Scholarship Fund, which assists hospitality students with college expenses.

The Community Service Committee also collected toiletries for Project Homeless

Connect, which provides medical services, identification services, employment resources, housing and shelter assessments and much more to chronically homeless adults. The goal of the program is to provide the services needed to help them on their journey to stable lives.

At VSAE Day, attendees enjoyed a picnic lunch al fresco followed by yard games and a scavenger hunt. Some members even took a tour of a local winery while still others got to play a few holes in the golf



tournament before the weather forced other plans.

Overall, it was a great event full of fun, networking and continuing to build those professional relationships that will last a lifetime.



### SEPTEMBER MEETING EVALUATION PRIZE WINNER

**Congratulations to D. Walton,** Executive Director at VA Telecommunications Industry Association, who was the winner of the September Monthly Meeting Evaluation prize.

His prize was a Dinner for 2 Gift Certificate at The Tavern at Wyndham Virginia Crossings.

**Don't Miss Out! Submit your next monthly meeting evaluation through Survey Monkey to be eligible to win.**

### 2014 VSAE Newsletter Ad Space is Still Available!

VSAE's monthly newsletter *The Association Press* is distributed to 400+ association executives and other industry professionals.

**Full color ads are \$475 each.**

Space is still available for November and December.

### Reserve Your Ad Space Today!

For more information or to reserve your advertising space, call Brandon Robinson at 804-249-2234 or write him at [brandon@vsae.org](mailto:brandon@vsae.org).



## WELCOME NEW MEMBERS

### Executive

**Elizabeth Armstrong, MAM, CAE**  
Association & Society Management  
International, Inc.  
*Falls Church*

**Joe Croce**  
Organization Management Group  
*Colonial Heights*

**Wanda McClenahan**  
CFA Institute  
*Charlottesville*

**Timothy Mussleman**  
Virginia Pharmacists Association  
*North Chesterfield*

### Associate

**Lorna Battles**  
Four Points by Sheraton Richmond  
*Richmond*

**Jennifer Bell**  
Natural Bridge Park Historic Hotel &  
Conference Center  
*Natural Bridge*

**Wayne Callis**  
The Westin Virginia Beach Town Center  
*Virginia Beach*

## 2015 DUES INFO

Below are the 2015 Membership Dues rates as approved by the VSAE Board of Directors. Renewal notices will be going out in the coming weeks.

Consistent with VSAE's Strategic and Business plans, the rates include increases of \$5 for Executive members and \$25 for Associate members. These modest increases help ensure VSAE can continue delivering the high value programs and services you've come to expect from Virginia's only association serving the state's association management industry.

### 2015 Membership Dues

#### Executive

1st & 2nd .....	\$325 (\$305)
3rd & additional .....	\$165 (\$155)
Non-resident .....	\$275 (\$255)

*\* Early bird rate in parentheses. Renew by 1/9/15.*

#### Associate

1st & 2nd .....	\$525
3rd & additional .....	\$275

**Semi-Retired**.....\$60

**Affiliate**.....\$275 (\$255)

Take advantage of the renewal period to add a third executive from your organization for about half the cost.

If you have any questions about membership call Tami Guthrie at 804-249-2232 or write her at [tami@vsae.org](mailto:tami@vsae.org).

## THANK YOU TO OUR 2014 PARTNERS

### President's Club

The Boar's Head  
Colonial Williamsburg Hotels  
Kingsmill Resort  
Richmond Marriott Downtown  
Virginia Beach CVB  
PSAV

### 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](http://YourMembership.com)

# 804.338.5329

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

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

**Premier Exhibit  
& Event Services**

a red carpet experience every time



## PARTNER HIGHLIGHT: RICHMOND MARRIOTT DOWNTOWN



### Richmond's Premier Convention Headquarters Hotel Just Got Even Better

**On October 1<sup>st</sup> the Richmond Marriott Downtown completed and unveiled its five million dollar meeting space renovation!**

#### Event Space

With over 30,000 square feet of brand new meeting and event space on two floors, the Richmond Marriott Downtown boasts the most flexible hotel meeting and event space in the city. The atmosphere of your event can be transformed with the help of the Event Technology Department, while the Executive Chef creates a specially-tailored custom menu or gourmet meeting break specifically for you. With a dedicated Event Concierge and the new Red Coat App for Smartphones, there is always someone at your fingertips to provide excellent service. Whatever your needs, the Marriott-Certified Event Planners will be with you every step of the way to guarantee your event is a great success!

#### Location and Hotel

The Richmond Marriott is situated in the heart of all that downtown Richmond has to offer. It is directly across the street from the Richmond CenterStage Performing Arts Center, a block from the National Theater, Richmond Coliseum, and within walking and shuttle distance of the Virginia State Capitol and an excellent variety of over 40 distinctive dining and entertainment venues throughout town.

The hotel offers 410 guestrooms on 18 floors. Each of these guestrooms offers 32" flat-screen HDTVs, flexible workspaces, wired-for-business Jack Packs, as well as Marriott's Signature Sleep System. The top three floors also have upgraded accommodations including larger guestrooms with floor-to-ceiling bay windows and access to the concierge lounge, which is host to an exceptional breakfast buffet and a lively evening hors d'oeuvres reception each weekday, along with exceptional views of the beautiful James River. The Richmond Marriott is also a Virginia Green Certified Hotel.

During their stay, guests can take advantage of the most state-of-the-art hotel fitness center in Richmond, equipped with sixteen Life-Fitness cardio machines with personal media systems and complimentary headsets. Enjoy a few laps in the heated indoor pool or relax and catch some rays on the spacious sundeck!

Guests may take advantage of the Starbucks® located in the lobby featuring your favorite seasonal beverages, hot breakfast sandwiches and wraps, and La Boulange pastries. For breakfast, lunch, dinner, or a late night snack, go to T-Miller's Sports Bar and Grill for an upscale, energetic atmosphere, delicious American favorites, and an array of high-definition entertainment on 27" plasma TVs, including the giant 126" media wall.

**Contact the team today to do a site visit of this new beautiful space.**

Call them at 804-643-3400 or write them at [richmondmarriott@whitelodging.com](mailto:richmondmarriott@whitelodging.com).





**MARRIOTT  
RICHMOND**  
500 East Broad Street  
Richmond, VA 23219

30,000 Square Feet of  
Newly-Renovated, Flexible  
Meeting Space!

**Contact Us Today!**  
804-643-3400  
[RichmondMarriott@whitelodging.com](mailto:RichmondMarriott@whitelodging.com)  
[www.RichmondMarriott.com](http://www.RichmondMarriott.com)









#### 2014-2015 Officers

**Richard Johnstone, Jr.**  
President

**Wilmer Stoneman, III, CAE**  
President-Elect

**Barbara Homiller, MBA, CAE**  
Treasurer

**Scot McRoberts, MPA, IOM**  
Secretary

**Jan Morehead, CAE**  
Past President

**Rick Eisenman, CAE**  
Executive Vice President

#### Directors

Maureen Dingus, CAE

Phyllis Errico, JD, CAE

Courtney Fleming

Nancy Israel, MPA

Ray LaMura

Ray Mattes, III, CAE

Danny Mitchell

Gail Phillips, CAE

Duront "D" Walton, Jr., CAE

Mary Kelly, CMP

#### Association Press

*Published by the*

Virginia Society of Association Executives

2924 Emerywood Parkway, Suite 202

Richmond, VA 23294

804-747-4971 Fax: 804-747-5022

VSAE online: [www.vsaе.org](http://www.vsaе.org)

Email: [info@vsaе.org](mailto:info@vsaе.org)

Content Editor ..... Brandon Robinson  
Editorial Deadline ..... First of Each Month  
Advertising Space ..... Contracted Annually  
Art Deadline ..... First of Each Month

[www.vsaе.org](http://www.vsaе.org)



## AROUND THE COMMONWEALTH



### ALLISON AND PRIDDY REACH MILESTONE BIRTHDAY

Lifetime members **Jack H. Allison** and **Sumpter T. Priddy, Jr.** celebrated their 90<sup>th</sup> birthday on October 6<sup>th</sup>.

### BOZIS PROMOTED

**Kathleen Bozis, CAE**, has been promoted to Assistant Director of Member Services at the Medical Society of Virginia. In this new role, Kathleen directs and provides vision for a newly-created operational area. Responsibilities include all aspects of membership, payment processing, course registrations, data management and delivery of optimal customer service company-wide. She continues to be responsible for special membership sections of medical students, residents and physician assistants.

### HALLORAN PROMOTED

**Sherri Halloran** at Virginia Bio has recently been promoted to Vice President of Membership and Programs. She was previously the Director of Membership.

### MOTLEY JOINS TECKER INTERNATIONAL, LLC.

**Susan Motley, CAE** is joining the staff of Tecker International, LLC, a leading global consulting firm specializing in assisting organizations in strategic positioning, governance reengineering, connecting vision to operational planning, and infrastructure and enhancing the future success for its clients.

### NEW PETE DYE GOLF COURSE AT KESWICK HALL & CLUB

After more than an \$11 million investment, the new Pete Dye course at **Keswick Hall & Club** is the most anticipated course opening of 2014. Slated to be one of the best new golf courses in the country, this par-72 course provides hours of enjoyment for both the seasoned expert as well as the novice golfer. Make sure your group is one of the first to experience this world class Pete Dye designed golf course.

### SHERATON RICHMOND PARK SOUTH TRANSITIONS TO FOUR POINTS BY SHERATON RICHMOND

**Sheraton Richmond Park South** is transitioning to become **Four Points by Sheraton Richmond** this month.

## GREAT TAN LINES AND BOTTOM LINES INQUIRE ABOUT VALUE DATES



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



**WYNDHAM**  
VIRGINIA BEACH  
OCEANFRONT

5700 Atlantic Avenue  
Virginia Beach, VA 23451

1.800.365.3032 1.757.428.4752  
[virginiabeachwyn.com](http://virginiabeachwyn.com)

## NEW LOBBYIST ETHICS LAWS SEMINAR—REGISTER NOW!

On **October 24<sup>th</sup> from 8:30 - 10:00 a.m.**, VSAE will be holding a seminar on the new lobbyist disclosure and ethics laws that took effect on July 1<sup>st</sup>, as a result of House Bill 1211. Virginia Public Access Project (VPAP) Executive Director David Poole will give a presentation on the practical impact of the law including new definitions of gifts, increased frequency of disclosures and new agency oversight.

Registration is available on the VSAE website [www.vsaе.org](http://www.vsaе.org).