



VIRGINIA SOCIETY of ASSOCIATION EXECUTIVES

YOUR *association* PRESS

AUGUST 2016



HOW TO GET MEMBERS TO SCREAM YOUR NAME AND BEG FOR MORE!

Setting member expectations at recruitment and engaging them in programs is the key to driving member value so you maximize retention. Join us on Friday, September 9 for our September Monthly Luncheon and Seminar at the Richmond Marriott Downtown where Tom Morrison will present "How To Get Your Members to Scream Your Name and Beg For More!" and show you how maximizing member engagement solves everything.

During this presentation, Tom will teach you the keys to recruiting members; the keys to engaging them in your programs; how to choose and build non-dues revenue programs; how to create a culture of innovation in your board; the key metrics you need to follow to make change effective and timely; and how to reach the younger generation for volunteerism and membership.

Tom will also be presenting one of his most dynamic presentations, "What is Your Uber?" during the luncheon.

Tom Morrison is CEO of the Metal Treating Institute (MTI) and has been instrumental in helping MTI drive growth in their member value proposition, tradeshow, annual conferences, online technical training, and use of technology. Through Tom's leadership and ability to embrace change, MTI's net worth has grown over 1,000% since 2006.

In 2015 and 2016, Tom achieved two of his life long dreams by becoming an author of a new ground breaking personal development book called, How to Get People to Scream Your Name and Beg For More and becoming a Certified Life Coach.



DON'T MISS IT!

SEPTEMBER MONTHLY LUNCHEON & SEMINAR

Friday, September 9 Richmond Marriott Downtown

Speaker:

Tom Morrison, Metal Treating Institute

SCHEDULE

Registration 8:00 a.m.

Seminar 8:30-11:00 a.m.

"HOW TO GET YOUR MEMBERS TO SCREAM YOUR NAME AND BEG FOR MORE!"

Reception 11:00-11:45 a.m.

Luncheon 11:45 a.m.-1:15 p.m.

"WHAT IS YOUR UBER?"

Register online at vsae.org.

UPCOMING EVENTS

Meeting Planner Summit

August 29-30 Embassy Suites Hampton vsae.org/Summit

Community Service project: HOMES

September 15

CEO & Senior Staff Retreat

September 19-20 Kingsmill Resort vsae.org/CEORetreat

Educational Symposium & Expo

October 6 Greater Richmond Convention Center vsae.org/Expo

Check out all events at vsae.org/upcoming-events.

AN EVENT FOR ALL ASSOCIATION PROFESSIONALS

EDUCATIONAL SYMPOSIUM & EXPO

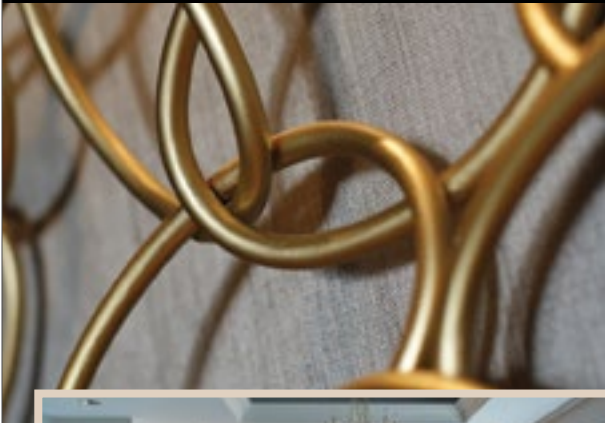
October 6, 2016

Greater Richmond Convention Center

This isn't just a tradeshow and it's not just for meeting planners. VSAE's Educational Symposium & Expo at the Greater Richmond Convention Center includes over 4 hours of CAE approved education (see page 5 for specifics) in addition to Virginia's premier tradeshow for professional meeting planners with over 60 vendors representing meeting facilities throughout the Commonwealth as well as other businesses aimed at helping you serve your members better.

continued on page 5

**OUR EXPERIENCE CONNECTS YOU WITH EXCELLENCE.**



- 405 guest rooms.
- 60,000 square feet of convention and meeting space.
- 3 ballrooms in new meeting space.
- Vibrant downtown location.
- A sales and event team that is experienced and dedicated.



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235 East Main Street, Norfolk, VA 23510 | [marriott.com/orfws](http://marriott.com/orfws)**

# SUCCESS STORY: CAE and Growth

Commitment to learning isn't always on the priority list—is it? Often, choosing what professional development to pursue can be daunting—from taking courses online to attending in-person workshops to participating in a mentorship program and so on. Some choose whatever is financially feasible for them or whatever they have the time for, and others say “What’s in it for me?”

No matter what the case may be, the responsibility to grow resides in you.

A year or so ago, I took the Certified Association Executive (CAE) certification program, administered by ASAE. Embarking on this journey was truly remarkable. Because of this process, my life as an association professional changed.

The process, however, wasn't easy. I factored in many things: 100% commitment and trust, giving up my social life, and getting support from others. Of course, challenges came and went, but sticking to it in itself was a triumph!

Then...“what’s in it for me?” Well, a lot, actually.

Going through the process is something I would always be proud of and tell people about. Here are some examples of what I found valuable.

## Expanded Knowledge and Perspective

The CAE program provided me a broader range of knowledge and perspective of how to lead an association of any type, size, or budget in today's ever-changing environment. I gained a holistic viewpoint of everything—from mission to what's important to members in their daily lives. The CAE helped me perform better and see my role in the “big picture.”

## Camaraderie Building

We know that creating new relationships is one thing, but nurturing them is another. My “study buddies” and I do exactly that.



We nurture our fellowship that resulted from studying together for a few months. Even though we put away our books, we kept in touch, went on occasional dinners, and continue to empower, challenge, and learn from each other.\*

## Staff Knowledge-Sharing

Speaking the “CAE language” openly with staff helped create a culture of knowledge sharing. It allows us to discuss many things, like best practices in managing volunteers, effective strategies in member engagement, and legal views of governance practices. Engaging staff in these discussions creates understanding, enhances job performance, and fosters dynamic teamwork.

## Career Advancement

The CAE is a highly valued credential and well recognized worldwide. So, whether you are looking to move up at your current job or if you're in the market for new opportunities, having the CAE definitely elevates your career. It shows everyone including hiring professionals, volunteer leaders, association members, and other professionals that you are serious about your career and that you

are a committed association professional who has reached a high level of professional competency.

## Leadership Development

Earning the credential inspired me to help others prepare for their CAE journey. We, young professionals, hold the future of our profession. So, taking a leadership role in some way, shape, or form, is vital to that future. By being an active ASAE volunteer, I hope to inspire my fellow young professionals to get engaged and grow as a leader. We have the knowledge, skills, and ability to make a difference in our community.

At the end of the day, my growth is my responsibility. Owning up to it can take personal growth and professional development to a whole new level.

I believe that a true professional always seeks out opportunities to grow not only to learn new ways how to do XYZ, but to gain a broader knowledge and perspective that would be useful now or in the future.

The CAE helped me do just that and beyond.

**\*See information on page 6 about VSAE's CAE Study Group.**

## ABOUT THE AUTHOR



*DeeJay Garringo, CAE, is Associate/Director at STAT Association Management, Inc. and a member of the ASAE CAE Community Outreach Committee and the ASAE Young Professionals Committee.*

*He can be reached at (703) 934-0160 or [dj@statmarketing.com](mailto:dj@statmarketing.com)*

# NETWORK WITH “THE BEST OF THE BEST” AT THE CEO & SENIOR STAFF RETREAT

“At the VAA, we promote our conference as the place where “the best of the best” come to network and discuss the issues. I feel the same way about the VSAE CEO Retreat, as it is a very unique opportunity to collaborate with the best of the best from the association industry. These are the people I learn from, and share ideas with; and it’s why I look forward to this retreat each year.”

Steve Akridge, Executive Director  
Virginia Automotive Association



Next month’s CEO & Senior Staff Retreat will bring together CEOs and other senior association leaders together for two days of conversation, content, and connection at Virginia’s only riverfront resort. This event, hosted by the Kingsmill Resort in Williamsburg, will feature presentations on national association trends, the “membership value” proposition, and association leadership. There will also be facilitated roundtable conversations among colleagues to tackle questions like . . .

- How will the rapidly changing association industry affect your ability to lead your staff and lead your association?
- Will the membership value proposition that built your association be the same one to lead it for the next generation of members?
- How does your own personal leadership style affect your ability to realize your goals?

Registration, only \$560 for VSAE members, is all-inclusive and includes overnight accommodations on September 19; breaks, lunch, reception, and dinner on September 19; breakfast on September 20; and all educational sessions, including 8 plus hours of CAE credit. You can also sign up to play golf or enjoy a spa treatment for deep discounts.

See the full agenda, accommodations, and more at [vsae.org/CEORetreat](http://vsae.org/CEORetreat).

## 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!



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



**PLAN NOW!**

## Meeting Planner Summit



**August 29–30, 2016**

Embassy Suites Hampton  
and Hampton CVB

For more information  
and to register, visit  
[VSAE.ORG/SUMMIT](http://VSAE.ORG/SUMMIT)



**8+**  
HOURS

Expo, continued from page 1

This year's event also features recognition of the Virginia Business Meeting Planner of the Year. Come see VSAE and Virginia Business magazine recognize the unsung hero of the non-profit world – the meeting planner.

The event begins with breakfast and a keynote presentation on the 2016 presidential election and what it means for Virginia. C. Lawrence Evans, Professor of Government from the

College of William and Mary, will present “2016 and the Transformation of American Politics.”

There are multiple registration options available. Come for the entire event, the morning sessions, the afternoon sessions, or just the Expo with lunch. Registration starts at \$50.

## REGISTRATION

Attendees must be a qualified meeting planner or association executive to attend the Expo.

RATE	EARLY-BIRD By Aug 26	ADVANCED Aug 27 – Sep 23	REGULAR After Sep 23
Full	\$85	\$95	\$105
Morning only	\$70	\$80	\$90
Afternoon only	\$60	\$70	\$80
Expo only	\$50	\$60	\$70

**FULL** registration includes networking reception on October 5, all education sessions, breakfast, the Expo with lunch, and parking on October 6.

**MORNING** registration includes breakfast, keynote, morning breakout session, and the Expo with lunch.

**AFTERNOON** registration includes the Expo with lunch and an afternoon breakout session.

**EXPO ONLY** registration includes the Expo with lunch.

**REGISTER AT [VSAE.ORG/EXPO](http://VSAE.ORG/EXPO)**

## RECOGNIZE YOUR PEERS

Do you know an association executive or an Associate member who has gone above and beyond in service to VSAE and your association community? If so, nominate that person for one of VSAE's Awards of Excellence.

Given out annually, the Awards of Excellence recognize members who have exhibited integrity and professionalism in service to the association community.

### CEO Award of Excellence

The highest award VSAE can bestow upon one of its Executive members.



### Association Staff Award of Excellence

Awarded to an outstanding association staff professional for his/her contributions.

### Associate Member Award of Excellence

Recognizes distinguished suppliers/vendors.

### Career Service Award

Presented to an individual outside of the field of association management who has provided exceptional service over the years.

## EVENT AGENDA

### WEDNESDAY, OCTOBER 5

5:30–7:00 p.m.

#### Networking Reception

Hilton Richmond Downtown

### THURSDAY, OCTOBER 6

8:00 a.m.

#### Registration Opens

8:30–9:50 a.m.

#### Breakfast & Keynote Presentation

2016 and the Transformation of American Politics

C. Lawrence Evans, Professor of Government, College of William & Mary



10:00–11:30 a.m.

#### Morning Breakout Sessions

- A Discussion on Leadership... Programming That Is  
*Susan Motley, CAE, Moderator Courtney Fleming, Lauren Gilbert, and Susan Horne*
- A First-Timer's Guide to Producing Videos for Your Association  
*Tristan Pelligrino*
- Email Marketing: The Workhorse of Online Communications  
*Kelly Clark*
- Technology Trends and the Effects on Associations  
*Reggie Henry, CAE*

11:45 a.m.–2:00 p.m.

#### Expo

Lunch available 12:15–1:30 p.m.

1:30–1:45 p.m.

#### Meeting Planner of the Year Recognition

2:00–3:30 pm

#### Afternoon Breakout Sessions

- Email Marketing: The Workhorse of Online Communications  
*Kelly Clark*
- Technology Trends and the Effects on Associations  
*Reggie Henry, CAE*

## THANK YOU TO OUR 2016 PARTNERS

### PRESIDENT'S CLUB

Colonial Williamsburg Hotels  
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 James River Audio Visual Services  
 Kingsmill Resort  
 Westfields Marriott  
 Washington Dulles  
 Virginia Beach CVB

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 Convention Center  
 Hilton Richmond Hotel &  
 Spa at Short Pump  
 Norfolk Waterside Marriott  
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 Conference Center

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 Hilton Virginia Beach Oceanfront  
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 at City Center  
 Newport News Tourism  
 Development Office  
 Omni Charlottesville Hotel  
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 Omni Richmond Hotel  
 Richmond Marriott Downtown  
 Richmond Marriott Short Pump  
 Richmond Region Tourism  
 Salamander Resort & Spa  
 Wyndham Virginia Beach  
 Oceanfront

## WELCOME NEW MEMBERS

### EXECUTIVES

**Steven Bateson**  
 VA Association of School  
 Business Officials  
 Glen Allen

**Kristin Jimison**  
 VA Nurses Association  
 Richmond

**Joe Lerch**  
 VA Association of Counties  
 Richmond

**Rachel Phillips**  
 VA Nurses Association  
 Richmond

**Jackie Singer**  
 VA Nurses Association  
 Richmond

**Janet Wall**  
 VA Nurses Association  
 Richmond

**Cynthia Woodruff**  
 American Art Therapy  
 Association  
 Alexandria

**ASSOCIATES**  
**Pete Brooks**  
 Keswick Hall & Golf Club  
 Keswick

**Cleo Dan**  
 Muster  
 Richmond

**Alex Michaels**  
 Visit Virginia's Blue Ridge  
 Roanoke

**Martina James Nalley**  
 Bellatrix Consulting Group  
 Richmond

**Marlene Pierson-Jolliffe**  
 Meadow Event Park  
 Doswell

**Cheryl Wolfe**  
 Virginia Beach Resort  
 Virginia Beach

## INVEST IN YOUR FUTURE — JOIN THE CAE STUDY GROUP

The VSAE Fall CAE Study Group is now forming for members interested in studying for the certified association executive (CAE) exam in December.

The study group begins in September and runs for 10 weeks, ending in time for the exam on December 2. This is a group facilitated by current CAEs. Candidates who fully participated in a VSAE Study Group have had excellent pass rates. The study group is free for VSAE members.

Not sure of the value of making the investment to get your CAE? Check out DeeJay Garringo's story on page 3 of this newsletter.

If you are interested in participating or if you have any questions, please write VSAE CAE Committee Chair **Laura Cobb, CAE** at lcobb@vsepa.com. You can also call VSAE's Executive Director, Brandon Robinson at (804) 249-2234.



## WE ARE HERE TO HELP YOU SUCCEED



Later this month, VSAE will release the 2017 Partner Program Media Guide filled with numerous opportunities to help Associate members connect with and support the association community.

Whether it is early access to great educational opportunities or a spot at one of VSAE's exclusive Partner/Executive events, you can acquire as much out of your partnership as you put in.

Keep an eye on your inbox for more information.

## PARTNER HIGHLIGHT:

When people come together, you need to make it great. So rethink everything you know about meetings and bring your best ideas to the Westfields Marriott Washington Dulles hotel. A unique blend of traditional style and up-to-the-minute technology, Westfields will elevate your meeting experience in every way.

### A COLLABORATION CENTER

Let Westfields Marriott provide the spark and you provide the imagination. Swim in the large indoor/outdoor swimming pool and relax in the beautiful poolside courtyard. Count on masterful service, amazing food, and ideal spaces for every need. Close to Washington Dulles International Airport and downtown D.C., Westfields Marriott is Northern Virginia's premier gathering facility, where great minds gather and work feels a lot like play.

### HIGH-TECH HIGH TOUCH

Bring your best ideas to Westfields Marriott. Take advantage of the latest technology with on-site partners, PSAV. Choose from Complete or Daily Meeting Packages designed to cater to your group needs or make the place all yours, with an Exclusivity Package. Reserve the entire hotel, just for your group.

### HIGH-TECH OFFERINGS

- Built-in and mobile video walls for branding, sponsorship, social media feed, and agenda posting.
- High-tech conference room with Bluetooth-enabled technology.
- 100 MB Internet connection for lightning fast connectivity and flawless video streaming.
- Red Coat Direct app.
- Marriott Mobile app.
- Meetings Imagined—providing the creative spark to events.
- Videoconferencing and webcasting abilities.
- Laptop safes in each guest room.

The hotel contains 40,000 sq. ft. of flexible, state-of-the-art event space that includes 31 breakout rooms, a 178-seat amphitheater, a newly renovated

## WESTFIELDS MARRIOTT WASHINGTON DULLES



conference dining room, and a refreshing outdoor Sunset Terrace.

### ACCOMMODATIONS

Four floors and 336 guest rooms that are equipped with high-speed Internet, THANN bath amenities, and flat-screen high definition TVs.

### AMENITIES & DINING

Your guests will have access to complimentary Wi-Fi in public spaces, mobile check-in/check-out, and complimentary parking. Amenities include 24/7 fitness center, tennis courts, and easy access to the Fred Couples Signature Golf Course nearby. The Fairfax Dining Room is open daily for breakfast and available on request for customizable conference dining for lunch

and dinner. On select holidays and Sundays, experience the Fairfax Dining Room's award-winning brunch. Wellington's is open daily for lunch and dinner, offering casual dining options paired with craft cocktails and local beer and wine. Westfields Lounge proudly brews Starbucks coffee.

## CONTACT:

[westfieldsmarriott.com](http://westfieldsmarriott.com)

or call Westfields at **(703) 818-0300**.

**Westfields Marriott Washington Dulles**

14750 Conference Center Drive

Chantilly, VA 20151



## AROUND THE COMMONWEALTH



**Lisa Noon, CAE** has been selected to receive the George Nigh Association Executive of the Year Award. This is the highest award presented by the Oklahoma SAE. Lisa is in the process of moving to Virginia, her home state, later this year and looks forward to becoming more involved with VSAE.

**Craig Toolson, CAE** reports the **Home Building Association of Richmond** (HBAR) was awarded two association excellence awards from the National Association of Home Builders:

- Best Local Government Affairs Effort—  
“Home Building Association of Richmond (HBAR) Government Affairs Program”
- Best Community Service Project Conducted – “Welcome Home: a partnership with HBAR and ASK Childhood Cancer Foundation”

VSAE members **Organization Management Group** of Chesapeake and **Catapult, Inc.** of Richmond have merged, effective July 22. The combined AMCs will operate as Organization Management Group and will serve 30 organizations through a talent pool of 50 seasoned association professionals.

### MEMBERS ON THE MOVE

**Mary Kelly** has been promoted to Senior Sales Manager at **Hilton Norfolk The Main**.

**Kathy Sledd** is now the Sales Manager at **University of Virginia Inn at Darden**.

**Colleen Briley** is now the Sales Manager at **Hilton Virginia Beach Oceanfront**.

**Rita Matthews** is now the National Sales Manager at **VisitNorfolk**.

### 2016-2017 OFFICERS

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**Scot P. McRoberts, MPA, IOM**  
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**Brandon Robinson, CAE**  
*Executive Director*

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### ASSOCIATION PRESS

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**Brandon Robinson, CAE**  
*Editor*

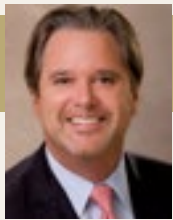
**Lorraine Meade**  
*Content, layout, and design*

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for September Issue

August 24

**Advertising Space**

Contact the VSAE office at  
(804) 747-4971 or [info@vsae.org](mailto:info@vsae.org)



## HEALTH CARE CORNER

According to Drug Benefit News, prescription drug prices grew by an alarming 10.43% in 2015, whereas the Consumer Price Index increased by 1.4%. Brand name drugs were up 14.8%, specialty drugs were up 9.2%, and generic drugs were up 2.3%. As health care costs continue to increase so do health insurance premiums. Please reach out to Monty for a cost benefit analysis.

**Monty Dise • (804) 423-7700 • [mdise@apgroupinc.com](mailto:mdise@apgroupinc.com)**

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- Discuss 2016 PPACA/Obamacare Regulations
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