



VIRGINIA SOCIETY of ASSOCIATION EXECUTIVES

YOUR association PRESS

MARCH 2017

THE STATE OF ASSOCIATION COMMUNICATIONS AND HOW TO TACKLE TECHNOLOGY

Do you want to make every message from your association count? Do you want to improve your member engagement? If so, then join us Friday, April 7 for Jill Andreu's presentation, Where Perception Meets Reality: The State of Association Communications and Tips for Improvement at the Richmond Marriott Short Pump.

By attending this seminar, you will learn how to drive member engagement, create powerful content using targeted messaging, grow your member base, maximize staff productivity, and master your communications plan. This interactive session will provide you with a comprehensive look at the latest membership communication and technology trends.

At lunch, Jill will present Tackling Technology: Updates and Info from the 2016 Annual Benchmarking Survey. In the ever-changing world of tech, associations

must adapt and move quickly if they do not want to get left behind. During this presentation, you will learn how to invest in and embrace technology that will drive your association's success. Jill will explore the current state of the association tech landscape and showcase proven practices to maximize, automate, and monetize your efforts.

Jill Andreu is the Vice President of Content Strategy and Development of Naylor Association Solutions. She is responsible for the overall strategy and leadership of Naylor's content department as well as the execution of Content 360, a program that provides content strategy and leadership to the association marketplace.



Register at vsae.org.

NEXT EVENT

APRIL MONTHLY LUNCHEON & SEMINAR

Friday, April 7

Richmond Marriott Short Pump

Speaker: Jill Andreu

VP of Content Strategy & Development, Naylor Association Solutions

SCHEDULE

Registration & Continental Breakfast ..... 8:00 a.m. Seminar ..... 8:30-11:00 a.m.

"WHERE PERCEPTION MEETS REALTY: THE STATE OF ASSOCIATION COMMUNICATIONS AND TIPS FOR IMPROVEMENT"

Reception..... 11:00-11:45 a.m. Luncheon..... 11:45 a.m.-1:30 p.m.

"TACKLING TECHNOLOGY: UPDATES AND INFO FROM THE 2016 ANNUAL BENCHMARKING SURVEY"

Register online at vsae.org.

UPCOMING EVENTS

SENIOR STAFF SIG: LEADERSHIP Friday, March 17 IIAV

MEETING PLANNER SIG: DRIVING SCHOOL Thursday, March 23 MSV

2017 ANNUAL CONFERENCE April 30 - May 2 The Hotel Roanoke & Conference Center

JUNE MONTHLY LUNCHEON & SEMINAR Friday, June 2 Four Points by Sheraton Richmond

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

REGISTER NOW FOR THE ANNUAL CONFERENCE



Have you registered for the 2017 VSAE Annual Conference, Aspiring To Be The Best, April 30-May 2, at The Hotel Roanoke & Conference Center? The focus for this year's conference is to help you and your association be the best. With educational sessions focused on the skills, knowledge, and training you need to excel for your association and its members, this is one conference you do not want to miss.

The conference offers over 6 hours of CAE qualified education. Here is a peak at that content.

OPENING KEYNOTE - KEVIN BROWN

The Hero Effect: Being Your Best When It Matters The Most!



In a fresh and entertaining style, Kevin shares ideas, strategies, and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action, and ultimately

continued on page 4 >



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# Leadership reflections



Brandon Robinson, CAE  
VSAE Executive Director

Twice a year, I meet with colleagues from the other state societies. Together, we form the Association Societies Alliance (ASA). This group includes big state societies like California, Texas, and the Forum in Chicago. It also includes small states like Tennessee, Washington, and even New Mexico. For comparison, our Commonwealth sits squarely in the middle.

These meetings are a great opportunity for me as your Executive Director to learn from sister organizations across the country. When we meet we talk about our challenges, share our successes, and try to learn from each other how better to serve our association and our members.

In late February, ASA was hosted by the Florida Society of Association Executives (FSAE) for our 2017 winter meeting. Here are a few take aways from that meeting that I thought might be helpful or relevant to VSAE.

## Change is Accelerating

During our time together we talked about a myriad of changes we see in our associations, in our industry, and in society. Many of these changes will dramatically affect how we do business and how you, our members, do business. For example, there is a growing body of evidence that artificial intelligence may start to emerge as a challenge to many knowledge based professions. We have already seen the dramatic affects technology has on manual labor, though what AI could do to the knowledge based economy could potentially be even more disruptive.

## Curation Over Creation

In the digital age, there is an increasing amount of content being generated from an ever expanding list of sources. Where members may have previously looked to our associations as creators of content, the mass of content already available—much of it for free—may require associations to shift from creators to curators. As a content curator, associations may be asked to help members sort through the expanding volume of free content to make sense of or even validate what's being shared. It is this evolution of our association's role in content and education that leads to the last take away.

## Connection is Vital

As associations contemplate a shift from creator to curator, they will need a higher level of trust from and among members. In order to build and nurture this trust, there must be strong personal connections between members and the association and between members themselves. Networking has always been a vital benefit to joining an association. It seems the importance of this benefit will only increase in the future.

If these are the trends facing VSAE and the association industry, I am encouraged when I read the new strategic plan. I think the board has laid out a path forward that recognizes these trends and seeks to capitalize on them to better serve members. VSAE's Shared Interest Groups (SIGs) will be a primary vehicle for so doing. These member-led groups are a great way to connect with colleagues and a great way to curate content. You can get a sense of how they accomplish this by reading the SIG recap on page six of this newsletter.

For a full list of currently active SIGs, visit <http://www.vsaе.org/shared-interest-groups>.



## VSAE eLIST IS A FREE MEMBER BENEFIT

All Executive members can benefit from the VSAE eList by reaching the entire membership in just one click. You do not have to log in to your VSAE account. Instead, you can send a blast email by following these three simple steps.

- Create an email in Outlook or another email client.
- Address it to [vsaemembers@vsaе.memberclicks.net](mailto:vsaemembers@vsaе.memberclicks.net).
- Click send.

### VSAE eLIST REMINDERS

Absolutely no selling or promoting of any for-profit business services. You may notify members of unique and limited opportunities. (e.g. office furniture to sell, office space to rent).

Discussion topics should be professional in nature (seeking guidance from fellow Executive members, requesting recommendations of service providers or speakers, and job announcements within your own organization).

Emails can be forwarded to other non-members who may be interested in the topic.

### WANT TO OPT OUT?

Should you wish to opt-out of this function, please send an email to [info@vsaе.org](mailto:info@vsaе.org) or log in and update your profile preferences, using the following steps.

- Log in at **VSAE.ORG**.
- Hover over the **MEMBER CENTER** tab on the right side.
- Click **MEMBER COMMUNITY**.
- Hover over **MY FEATURES**.
- Click **E-LISTS**.
- Scroll to the right and click **UNSUBSCRIBE**.

**QUESTIONS? WRITE US AT [INFO@VSAE.ORG](mailto:info@vsaе.org) OR CALL US AT (804) 747-4971.**

# Educational Sessions



> **ANNUAL CONFERENCE**, continued from page 1  
every result we achieve both personally and professionally. Your team will be motivated to reach beyond what is required and do something remarkable!

*Kevin Brown is a former branding and marketing executive and the creator of The Hero Effect.\**

## **CLOSING KEYNOTE – MARY KELLY** **Master Your World: 10 Executive Strategies to Improve Productivity, Profits, and Communication in Your Business and Your Association**



Leadership is creating a vision as well as executing the strategy. Some people believe leadership is limited to the people at the top, but real leadership happens at all levels in every organization. Are you making that leadership possible for your teams?

Everyone benefits when leaders apply the three Master Your World core techniques and then refine them with seven critical applications. Engaging and immediately applicable, this inspirational program is packed with templates and tools so leaders can achieve optimal results.

*Mary Kelly, PhD, CSP, CDR, US Navy (Ret) is President of Productive Leaders and author of Master Your World.\**

## **BREAKOUT SESSIONS:**

### **Establishing Effective Chapter/ Association Partnerships**



One of the biggest challenges facing associations, and the industry as a whole, is the understanding and relevance of chapters within the organization. Organizations struggle primarily with identifying relevance that chapters play in achieving the strategic goals of the organization. This struggle leads to a lack of clarity of roles, duplicate work, and overall frustration at both levels for staff and volunteers. Trevor has over 10

years of professional experience working in associations with strong chapter bases and has served in numerous organizations as a volunteer in the same structure. In his session, he will share how to create organizational buy-in and alignment from both sides of the equation that will lead to clear relevance for the organization and contribute to organizational growth.

*Trevor Mitchell, CAE is the Membership Director for American Mensa.*

### **Major Trends Affecting Associations and the State of the Association Industry**



Associations are being forced to confront many challenges due to broad trends and developments, which are resulting in increased competition, an overload of information available to members and prospects as well as changing expectations and behaviors related to the concept of joining and supporting associations. With reductions in employer support, a preponderance of free information, and a greater demand for tangible returns on investments – associations are being forced to look at all they do to ensure the relevance and value that drive viability for today and in the long run. In this session we will examine macro trends and how associations are reacting and responding. Data captured through a multi-year study of associations will be presented to share how associations are faring today, their major concerns, and their focus for investments and organizational changes.

*Scott Wiley, CAE is the President & CEO of The Ohio Society of CPAs. He currently serves as chair of ASAE.*

### **MasterMind Education Hacker: Revolutionizing Your Organization's Learning Opportunities**



Education is being disrupted across the globe. School, higher education, educational institutions, adult education programs,

teaching, and presenting are all changing. Especially now that the Web connects us to information and people the way it does. Education has to change. We need to rethink our association education programming and create some learning hacks. Learning hacks are any scientifically, biologically, and cognitively sound methods that increase learning effectiveness. Learning hacks are anything that helps our learners create attitude, behavior, and skill changes in unique ways. In this session, discover some compelling conversations around four big disruptive changes in professional development for your organization to create learning hacks: 1) the function of content; 2) the job of the speaker; 3) the process of education; and 4) the role of technology.

*Jeff Hurt is Executive Vice President of Education and Engagement with Velvet Chainsaw Consulting.*

### **Toot Your Own Horn, But Don't Blow It**



Your knowledge, expertise, commitment, and passion for your work are all things you take great pride in and you always put your best foot forward. But how do you promote your accolades to advance your career without alienating the very people you are trying to influence? Much like marketing a product or service, there is an art and science to touting your own personal goods. Explore several tactics to showcase your smarts and grow your network through techniques such as participating in online chatter/blogs/communities, presenting at conferences and events, creating a personal brand, building your contacts and keeping in touch with them, having an elevator pitch, and more.

*Sandra Giarde, CAE is Executive Director for the California Landscape Contractors Association.*

*\*Speakers provided courtesy of Powell Kohne Associates, LLC.*

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

# Pre-Conference Activities

You have four ways to enjoy Sunday, April 30. Registrations are limited. Activities require additional fees—see the registration form at [vsae.org/annual](http://vsae.org/annual). All activities include lunch.



## Craft Beer Tour

Join a Craft Beer Tour to expand your appreciation of this ancient craft. Discover Roanoke's hopping local craft beer scene as you visit two local microbreweries where you will go behind the scenes to explore brewing facilities, learn the basics of brewing beer ("Beer Brewing 101"), examine traditional ingredients, and uncover the roots of the national and local craft beer movement while tasting fresh, delicious craft beer.



## Downtown Food and Cultural Tour

Enjoy a guided Historic Downtown Food & Cultural walking tour and visit seven food tasting locations within the colorful and booming downtown Historic District. Delicious samplings, enough for a hearty lunch for most, are served from locally owned eateries and legendary historic locations. Stops include one of the top historic hotels in the U.S., Roanoke's most recent Lebanese food enterprise, the internationally acclaimed 24/7 "Tavern", the most "locally sourced" downtown restaurant, and more.



## Golf at Hanging Rock Golf Club

Overlooking the beautiful Roanoke Valley of Virginia, Hanging Rock Golf Club is surrounded by breathtaking natural beauty. The course, designed by Russell Breeden, has earned recognition as one of the region's premier golf experiences. It offers a championship layout that guarantees golf enthusiasts of all skill levels a challenging and exciting round.



## Mill Mountain Hike

Take a hike to Roanoke's iconic Star. Mill Mountain Star Trail is moderate in difficulty and traverses from the Roanoke River to Roanoke's highest point – the summit of Mill Mountain (1703 ft.) This area offers 500 acres of parkland atop Mill Mountain, picnic areas, and two overlooks that provide 20-60 mile vistas. From bottom to top, this hike is 1.7 miles. Shuttle service will be provided at the summit to take you back to the hotel.



## Share Your Expertise!

Back by popular demand, this year's conference will feature IGNITE presentations from attendees. IGNITE presentations are fast-paced five minute presentations with 20 slides that auto-advance every 15 seconds. Topics range from the personal to the professional. ALL ATTENDEES are invited to submit their ideas to give an IGNITE at this year's conference. Learn more at [vsae.org/ignite](http://vsae.org/ignite).

## THANK YOU TO OUR ANNUAL CONFERENCE SPONSORS

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## MEMBER SPOTLIGHT

Stephanie Peters, CAE  
President & CEO, Virginia Society of CPAs

### What do you like most about your job?

Working with people—members, colleagues around the country, and our excellent staff.

### What success stories do you have with communicating with your membership?

At the VSCPA, we have a robust CEO communications plan. I have regular columns in our newsletter and on social media; I speak at meetings and conferences around the state; and I schedule personal visits with members throughout the year. We feel it is critical for members to hear from the CEO regularly and in a variety of ways—through this process, I feel the Society has gained their trust and support.

### What have been some challenges with communicating with your membership?

The biggest challenge is tailoring messages to be relevant of our different members. We really need to know our members and continue to learn what is important to them.

### What is on your music playlist?

First three artists on shuffle are: Foo Fighters, The Damned, and The Killers. Does that sound a little spooky?

### What sports/teams do you root for?

VCU and UVA

### What drew you to the association industry?

I knew someone who worked at the VSCPA—Maureen Dingus.

### What advice would you give your younger self?

Keep doing what you are doing. It is going to be fine.

### What do you enjoy doing in your time away from work?

Hiking, traveling, and going out to eat.

### What was the last great piece of advice you received?

I had just become a VP at the VSCPA, and I was taking staff to task about typos in the newsletter. I will never forget Amy Mawyer saying, “Stephanie, I think you have bigger things to focus on now.” And she was right. Since she gave me that feedback, I have never forgotten that I need to work on the big picture issues and allow staff the room and authority to deal with the day-to-day details.

### If you could visit any place in the world, where would it be?

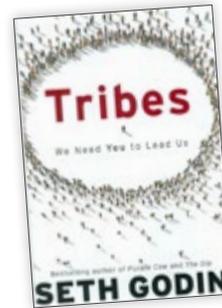
Australia and New Zealand.

### What is your favorite movie genre?

I love all kinds of movies, but my favorites are off-beat comedies, such as those made by the Coen Brothers, Woody Allen, and Wes Anderson.



## SENIOR STAFF SIG RECAP



If you are looking for your next leadership book, try *Tribes: We Need You to Lead Us* by Seth Godin. This quick read touches on how tribes need leaders who can

take their enthusiasm and turn it into a movement. Godin says, “A tribe is a group of people connected to one another, connected to a leader, and connected to an idea.” Sounds like an association, right?

Godin challenges leaders not to water down their message or mission in order to make the tribe bigger. He says that effective leaders know that “a motivated, connected tribe in the midst of a movement is far more powerful than a larger group could ever be.”

The discussion during the SIG could have gone on and on—and in fact, we may actually continue during our next session. Not only do we as a group recommend this book, but we recommend you read with a group so you can discuss. It is absolutely a book that will have you making notes, marking pages, and dying to talk to someone about what you read.

## HEALTH CARE CORNER



As health care costs continue to rise, many employers are taking advantage of employee pay benefits. These benefits are commonly known as “voluntary benefits”. Most voluntary benefits are pre-taxed and therefore can reduce both the employer and the employee’s FICA tax. These benefits can include life insurance, dental, critical illness coverage, hospital indemnity coverage which is helpful as more employers increase their group health insurance deductibles, as well as other coverages. AP Group is proud

to have a unique alliance with AFLAC, one of the nation’s leaders in voluntary benefits. Call me today to learn more about our unique alliance with AFLAC and how voluntary benefits can help you.

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

### HAVE YOU JOINED A SIG?

Shared Interest Groups (SIGs) are a great way to learn from fellow association executives. The member-led groups are organized around areas of interest and offers a forum to discuss what matters most to you.

To learn more about the current SIGs available to VSAE’s Executive members, visit

[vsae.org/shared-interest-groups](http://vsae.org/shared-interest-groups)

# ANNUAL BUSINESS MEETING AND BOARD ELECTION



## VOTE FOR YOUR OFFICERS AND DIRECTORS ON APRIL 7

The Nominating Committee, chaired by Immediate Past President **Wilmer Stoneman, III, CAE**, and the Board of Directors, nominate the following slate of officers and directors for the 2017-2018 year (May 1–April 30). The slate includes the following.

### OFFICERS

#### PRESIDENT:

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

#### PRESIDENT ELECT:

**Ray Mattes, III, CAE**, President & CEO, Retail Alliance

#### TREASURER:

**Duront "D" Walton, Jr., CAE**, Executive Director, VA Telecommunications Industry Association

#### SECRETARY:

**Phyllis Errico, JD, CAE**, General Counsel, VA Association of Counties

#### IMMEDIATE PAST PRESIDENT:

**Barbara Homiller, MBA, CAE**, Senior Vice President, Better Business Bureau Serving Central Virginia

**Matthew Stanley**, VP of Government Affairs & Association Relations, Elwood Consulting, LLC, to begin his first three-year term.

**Tom Witt**, Engineer Director, VA Transportation Construction Alliance, to serve the remaining one year of Phyllis Errico's term.

**Maureen Dingus, CAE**, Chief Operations Officer, VA Society of CPAs, and **Ashton D. "Danny" Mitchell, III, AAI, AAI-M**, Vice President of Business Development, Independent Insurance Agents of Virginia, to serve additional three-year terms.

**Nancy Israel, MPA**, Executive Director, ACEC-VA; **Gail Phillips, CAE**, Senior Vice President, Organization Management Group; **Courtney Fleming**, Vice President of Education & Training/Communications,

### DIRECTORS

VA Bankers Association; **Katie Frazier**, President, VA Agribusiness Council; and **Steven Williams**, Partner, Hardiman-Williams, LLC to continue serving the remainder of their current terms.

Additional candidates for the offices to be filled (except President and Past President) may be placed on the ballot with a petition signed by at least 10 percent of the members eligible to vote. The petition shall be filed with the Secretary at least one week before the election. The Secretary shall send notice of such additional nominations to all members eligible to vote before the election.

Vote on the VSAE 2017-2018 slate of officers and directors at the Annual Business Meeting and Board Election, held on April 7 at the Monthly Luncheon & Seminar at the Richmond Marriott Short Pump.

## SURVEY PRIZE WINNER

Congratulations to

**David Norman,**  
Executive Director of  
Norman & Associates,

who was the February Monthly Luncheon & Seminar evaluation prize winner. David received a VSAE seminar pass good for admission to any monthly seminar throughout the year.

Be sure to send us your feedback of our Monthly Luncheons & Seminars by completing the evaluation survey. Your needs are important to us for planning future successful events.



*Where experiences are timeless...  
And memories last forever.*

### FROM QUARTERBACKS TO CEOs

Groups have been coming to The Greenbrier for more than 200 years and we are excited to continue this tradition for centuries to come. Whether it's a private corporate board retreat for 12 or an NFL Training Camp of hundreds, The Greenbrier has assembled a team of Sales and Event Services Professionals to make your event extraordinary. With four ballrooms and 39 meeting rooms totaling more than 130,000 sq. ft., America's Resort has the perfect setting for any gathering. Once you have confirmed the details with your Sales Manager, there will be a seamless transition to the event planning phase. Your personal Event Services Manager will be your main point of contact and help you plan every single detail of your event from start to finish, coordinating The Greenbrier's nearly 2,000 team members and our on-site vendors to provide your group a memorable experience. We look forward to hosting your next event.

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# 5 WAYS TO PUT YOUR EMAIL TO THE TEST

Getting the highest member engagement with your email campaigns may feel like a guessing game with no concrete answers. The reality is that members' preferences are constantly changing, competition for their attention is intense, and what worked in the past may be less effective today. While there may not be a single all-encompassing answer to why a member opens one email but not another, association communicators can improve conversions with some proven A/B testing strategies.

## WHAT IS A/B TESTING?

A/B testing is a fast and reliable way to test variations of your messages to maximize member engagement and drive higher open/click rates. Here is how it works.

- Send one version of your email to a subset (e.g. 10%) of your audience.
- Send Version B to another 10% of your list.
- After a predetermined period (usually two hours), the version with the best performance automatically is sent to the remainder of your list.

Using marketing automation, you even can test multiple variations of a message. For instance, you can opt to simply test two subject lines; or get more creative and test the subject lines along with testing two images, or two calls to action, or another variable—the combinations are up to you.

## WHAT SHOULD YOU TEST?

Automated A/B testing is perhaps best known for testing email subject lines, but it can be applied to numerous other variables of the email. Consider testing these as you refine your outbound campaigns, and monitor the results to see where you achieve the greatest gains.

**Subject Lines.** Customizing subject lines with first names can be effective, if you use the strategy judiciously. Try different combinations of words such as, “New White Paper: Download Now” versus “Learn A/B Testing Tips: White Paper.”

**Calls to Action.** Test where to place your calls to action, how many to use, and the most effective formatting. Does a button CTA generate

**“Using marketing automation, you even can test multiple variations of a message.”**

higher clicks than the words “Read More”? Does an email with three CTAs encourage greater click-throughs than one with a single button?

**Timing.** The best day and time to send emails varies based on the industry your association serves. Conventional wisdom holds that Mondays and Fridays are not good email days, but your association members may prove that to be false. Your members may be more likely to open mail when they first arrive at work—or over lunch. One association found that email on “light holidays” like Memorial Day generated a surprising uptick in open rates, presumably because recipients have down time to read non-urgent mail. The only way to know your audience is to test it.

**Sent From Alias.** One healthcare association achieved significantly higher open rates when emails were sent from its CEO, a highly respected physician and association leader. Another association generated more clicks by changing the sender from the name of its newsletter, to the advocacy vice president.

**Design.** Don't think you have to always design fancy graphical headers and layouts. Put graphic layouts up against basic text-only emails. You may be surprised that a straightforward text email can garner more attention than a beautifully designed layout that required hours of your time.

Ready to put your email to the test? Start simple. Set goals for your email campaign, and begin by test one thing at a time. Marketing automation makes setup and monitoring easy.

## ABOUT THE AUTHOR



**Michael Al-Megdad** is Vice President of Product Marketing with Real Magnet. He can be reached at (240) 743-2950 or [mal-megdad@realmagnet.com](mailto:mal-megdad@realmagnet.com).

# COME BACK SOON!

## THE POWER OF FREQUENCY MARKETING

Reaching out repeatedly to ensure your company holds onto its customers is a powerful strategy, and it can take several forms. The idea behind frequency marketing is simple: Stay visible to ensure customers stay loyal over time. Here are a few of the related tactics:

THANK YOU!

50% OFF

### REWARD YOUR REPEAT CUSTOMERS.

When consumers come back time after time, let them know they are valued through targeted discounts.

WOW!

DID YOU HEAR ABOUT ...

### ENCOURAGE WORD OF MOUTH.

Related to the above, make sure your frequent shoppers are happy, so they will reach out to their acquaintances and give you authentic attention.

SHOP NOW!

SIGN UP!

### GIVE CALLS TO ACTION.

When it comes to ads and outbound marketing, keep them up—do not let your audience forget you exist.

Courtesy of Real Magnet.



## EMAIL SUBJECT LINE DOS AND DON'TS

With the average person receiving almost 100 business emails a day<sup>1</sup>, how do you write a subject line that gets the green light? Follow these dos and don'ts to help you avoid inbox roadblocks!

**DO**

### PERSONALIZE WHEN POSSIBLE.

Emails with personalized subject lines are 22%<sup>2</sup> more likely to be opened.

**DON'T**

### BE SPAMMY.

Based on the subject line alone, 69%<sup>3</sup> of email recipients will report email as spam.

**DO**

### ADD PREHEADER TEXT.

Your pre-header text is an extension of your subject line. It is often used by subscribers as a prescreening tool to decide whether or not they will open your email.

**DON'T**

### WRITE IN ALL CAPS.

All caps can trigger spam traps and land you in the junk folder. More than 85%<sup>4</sup> of email recipients prefer all lowercase subject lines.

**DO**

### USE KEYWORDS.

Keywords that convey a sense of urgency perform best in subject lines<sup>5</sup>. Be sure to place these at the beginning in case they get cut off.

<sup>1</sup> <http://www.thedrum.com/news/2016/03/08/email-use-continues-grow-worldwide-users-expected-reach-29-billion-2020>; <sup>2</sup> <http://www.invespcro.com/blog/email-subject-lines-statistics-and-trends/>; <sup>3</sup> <http://www.convinceandconvert.com/convince-convert/15-email-statistics-that-are-shaping-the-future/>; <sup>4</sup> <http://www.radicati.com/wp/wp-content/uploads/2014/01/Email-Statistics-Report-2014-2018-Executive-Summary.pdf>; <sup>5</sup> <http://returnpath.com/wp-content/uploads/2015/04/RP-Subject-Line-Report-FINAL.pdf>. Courtesy of Real Magnet and LMO.



engage their members, while delivering better email, social, and mobile campaigns. Find out more at [realmagnet.com](http://realmagnet.com).

#### About Real Magnet

Real Magnet is a leading provider of marketing automation solutions that help associations attract and



#### About LMO

Founded in 1995, LMO is an independent, full-service marketing communications offering custom advertising, marketing, business intelligence and technology solutions. For more information, visit [lmo.com](http://lmo.com).

## WELCOME NEW MEMBERS

### EXECUTIVES

**Jeannie Alcott**  
Richmond SHRM  
Richmond

**Allison Barbour**  
Independent Insurance Agents of VA  
Richmond

**Amy Gilbody**  
VA Association of Defense Attorneys  
Richmond

**Christy Morton**  
VA Rural Center  
Richmond

**Stephanie Rogers**  
The Hampton Roads Utility & Heavy  
Contractors Association  
Chesapeake

### ASSOCIATES

**Ami Calhoun**  
The Francis Marion Hotel  
Charleston, S.C.

**Skyler Dowell**  
Lansdowne Resort  
Leesburg

## THANK YOU TO OUR 2017 PARTNERS

### PRESIDENT'S CLUB

Colonial Williamsburg Hotels  
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Kingsmill Resort  
Virginia Beach CVB

### BENEFACTOR

Greater Richmond Convention Center  
Hilton Richmond Hotel & Spa at Short Pump  
The Hotel Roanoke & Conference Center  
The Omni Homestead

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DoubleTree by Hilton Williamsburg  
Hilton Richmond Downtown  
Hilton Virginia Beach Oceanfront  
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Renaissance Portsmouth-Norfolk  
Waterfront Hotel  
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Omni Charlottesville Hotel  
Omni Richmond Hotel  
Richmond Marriott Short Pump  
Richmond Region Tourism  
Sheraton Roanoke Hotel  
& Conference Center  
The Tides Inn  
Virginia Beach Resort Hotel  
& Conference Center  
Wyndham Virginia Beach

## EXHIBIT AT THE 2017 EXPO

### Thursday, October 5, 2017 Greater Richmond Convention Center

Plan now to exhibit at one of VSAE's largest events of the year. The Educational Symposium & Expo attracts not only VSAE association executives, but also social, corporate, and government meeting planners. All exhibitor contracts received and paid for on or before **Friday, May 12** will save \$50 off the following registration fees.

#### Front Entrance Booths

Members: \$980  
Non-members: \$1090

#### Corner/Premium Booths

Members: \$930  
Non-members: \$1040

#### Aisle Booths

Members: \$880  
Non-members: \$990

For more information, write Tracie at [tracie@vsae.org](mailto:tracie@vsae.org) or call her at (804) 249-2244.

## Get away and discover what you've been missing.



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## PARTNER HIGHLIGHT:

## HOTEL ROANOKE & CONFERENCE CENTER

### DESTINATION VIRGINIA'S BLUE RIDGE

Welcome to Virginia's Blue Ridge and The Hotel Roanoke & Conference Center, Curio Collection by Hilton. Built in 1882, the Tudor-style hotel is listed on the National Register of Historic Places and has been beautifully restored. From the antique-filled lobby to the renovated guest rooms, guests will find a unique blend of historic charm and modern comforts during this year's VSAE Annual Conference.

Attendees will quickly see Virginia's Blue Ridge is like no other destination in America. With urban delights and activity in bustling downtown Roanoke to classic small towns, there is so much to explore and discover. The region boasts a wide variety of activities from outdoor and urban, to cultural and culinary adventures and guests of the hotel automatically receive discounts on services through various partners such as Tour Roanoke and Roanoke Mountain Adventures.

Just steps from your hotel room is Downtown Roanoke and an entire walkable world to explore. The hotel features the enclosed Market Square Walkway into downtown, where you will find restaurants, shops, art galleries, and seasonal events. For an experience that is uniquely Roanoke, visit the 188-year-old City Market for fresh produce, meat, flowers, and gifts and take a short trip up to Mill Mountain to the Roanoke Star for a scenic picturesque view of the region.

In 2016, The Hotel Roanoke & Conference Center joined the Curio—A Collection by Hilton brand. This exclusive family of upscale and luxury hotels embraces the hotel's unique individuality and personality. Curio brand hotels carry all of the universal benefits available to Hilton Honors members worldwide.

"The new moniker is more than a name. This opportunity reaffirms Hilton's pride in our region and in the "Grand Old Lady" of Roanoke," said Brian Wells, The Hotel Roanoke & Conference Center's general manager. "As one of only a handful of luxury hotels around the world to carry



the Curio—A Collection by Hilton brand, The Hotel Roanoke & Conference Center is celebrating its storied past and redefining the future of this iconic structure."

Additionally, comprehensive upgrades and renovations were completed on all guest rooms and meeting spaces. Taking care to respect The Hotel Roanoke & Conference Center's historic significance, the renovations reestablish the iconic structure as a world-class meeting space, boasting first-class amenities.

Arguably one of the regions most recognized and celebrated community gathering places in the last 134 years, The Hotel Roanoke & Conference Center

is a living American treasure, and is a member of the International Association of Conference Centers and Historic Hotels of America.

The Hotel Roanoke & Conference Center features 330 luxuriously appointed guest rooms and a 63,000- square-foot, high-tech conference center. It is a joint project of Hotel Roanoke LLC, the City of Roanoke, and Virginia Tech.

### CONTACT:

**Rachael Van Liew, Sales Manager**

The Hotel Roanoke & Conference Center  
110 Shenandoah Avenue, Roanoke, VA 24016  
(540) 853-8216  
RVanLiew@hotelroanoke.com



## AROUND THE COMMONWEALTH



As part of its grand re-opening this summer, the century-old **Cavalier Hotel**—host of VSAE's 2017 CEO & Senior Staff Retreat (September 18 & 19)—is seeking past guest photos, stories, and articles of interest. You can share your story by writing **Christopher Salyer** at [christopher.salyer@cavalierhotel.com](mailto:christopher.salyer@cavalierhotel.com).

The **Crowne Plaza Richmond Downtown** will be converting to Delta Hotels by Marriott Richmond Downtown by second quarter of 2017. It will be the first Delta Hotel to open in Central Virginia.

Congratulations to our members who are multiple-year winners of the Best Places to Work in Virginia. **Davenport & Co., LLC** has won six years and **Virginia Society of CPAs** and **Wyndham Virginia Crossings** have each won five years.

For the first time since 1974, **Charlie Finley** is not chief staff executive of an association. For 25 years he served as CEO of the Virginia Forestry Association, then 20 years with the VA Motorcycle Dealers Association, and this January retired from the Maryland Motorcycle Dealers Association.

**Victoria Matthews** with the **Fredericksburg Regional Tourism Partnership** has been promoted from Conference Sales & Services Coordinator to Tourism Sales Manager.

**Renaissance Portsmouth Norfolk Waterfront Hotel** and **The Crowne Plaza Hampton Marina** have joined the Shamin family of hotels.

**Matthew Stanley**, Vice President of Elwood Consulting, has been elected to serve as a Commissioner of the National Certification Commission of Acupuncture and Oriental Medicine. The NCCAOM is the only national organization that validates entry-level competency in the practice of acupuncture and Oriental medicine (AOM) through professional certification. As a non-practitioner public member of the Board of Commissioners, he will be working primarily with the Commission's finances, governance, and professional ethics committees.

**Wilmer N. Stoneman, III** is the new Director of the Commodity/Marketing Department at the **Virginia Farm Bureau**. Wilmer will oversee the department's many commodity issues, the Grain Marketing Division, and Farm Bureau's involvement in the Virginia Foundation For Agriculture, Innovation, and Rural Sustainability, commonly known as Virginia FAIRS.

The Williamsburg Lodge in **Colonial Williamsburg** has recently joined Marriott's Autograph Collection of over 100, one-of-a-kind, hotels and resorts.

### MEMBERS ON THE MOVE

**Katie Hellebush** is proud to launch Hellebush Consulting, LLC to provide innovative solutions for association management and government affairs for profit and not-for-profit organizations across industry sectors.

### 2016-2017 OFFICERS

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