



— VIRGINIA SOCIETY of —
ASSOCIATION EXECUTIVES

YOUR *association* PRESS

OCTOBER 2018

PERFORMANCE ANALYTICS FOR YOUR ASSOCIATION



Join your fellow VSAE members on **Friday, November 2** at **Four Points by Sheraton Richmond** for the next Seminar Series with Lunch where **Larry Seibert, Ph.D.** will be presenting, **“Designing and Interpreting Performance Analytics for Your Association.”** Dr. Seibert will focus on the best practices of conducting voice-of-the-member research, including questionnaire design, data collection, data cleaning and analytics, and interpretation of results.

After the 2.5 hour seminar, enjoy a networking reception and then a seated luncheon and presentation by Dr. Seibert, **“Is Your Association Typical?”** This presentation will examine

research results that are typically found among association membership studies, across a variety of industries.

Larry Seibert, Ph.D., is the founder of Association Metrics, a research and consulting firm that specializes in assessing the performance and member relationships of associations. Through a combination of assessments (performance, member loyalty, member needs, member benefits, staff), Association Metrics provides strategic and tactical solutions that enable associations to strengthen member relationships, which lead to an increase in member loyalty and member retention.

VSAE 2018 FALL CONFERENCE A Success!

The 2018 Fall Conference, held on October 4 at the **Greater Richmond Convention Center**, was full of high energy, with attendees from a wide variety of industries, and five engaging educational sessions.

The event, which is Virginia’s only tradeshow dedicated to the association industry, featured over 60 exhibitors, including hotels, resorts, CVBs and other companies offering products

and services. Sherene McHenry, of Fully Engaged, LLC, and the Fall Conference keynote speaker courtesy of **Powell Kohne Associates, LLC**, kicked off the event with “Rock Your Engagement.” Sherene’s presentation was full of practical information for attendees to better understand themselves and others in order to navigate their way to greater success.

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NEXT EVENT

SEMINAR SERIES WITH LUNCH November 2

Four Points by Sheraton Richmond

Speaker:

Larry Seibert, Ph.D.
Association Metrics

SCHEDULE

Registration..... 8:00 a.m.

Seminar 8:30–11:00 a.m.

DESIGNING AND INTERPRETING PERFORMANCE ANALYTICS FOR YOUR ASSOCIATION

Reception..... 11:00–11:45 a.m.

Luncheon..... 11:45 a.m.–1:15 p.m.

IS YOUR ASSOCIATION TYPICAL?

Register at vsae.org/nov18

UPCOMING EVENTS

SMALL ASSOCIATION CEO SIG

October 30

VA Association of Museums

COMMUNITY SERVICE: RABA BUILD-A-BIKE DAY

November 3

EnTrust Records Management

AWARDS LUNCHEON & SILENT AUCTION

December 7

*Hilton Richmond Hotel
& Spa at Short Pump*

CEO & SENIOR STAFF RETREAT

December 10–11

The Cavalier Virginia Beach

See all events at vsae.org.



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Leadership reflections



Rick Eisenman
Interim Executive Director

Around Our VSAE Community

As we hit the home stretch for 2018, VSAE is still going strong. We have a lot going on within our community in the coming months, and I'd like to take a moment to update you on a couple of areas where we could use your assistance.

The Nominations Committee is now accepting nominations for the 2019 VSAE Board of Directors. The board, comprised of 15 directors serving two-year terms, helps set the strategic direction for VSAE. Over the last few years, VSAE's Board has worked hard to evolve its governance policies to directly increase member participation and expand the diversity of its representation to more accurately reflect the true distinction within our association community. Board nomination forms are located on the VSAE website at vsae.org/leadership, or reach out to me at rick@vsae.org or (804) 249-2233. Applications are due by November 18.

VSAE's Silent Auction will be held on Friday, December 7 as part of the Awards Luncheon at the **Hilton Richmond Hotel & Spa Short Pump**. Proceeds benefit VSAE and Jacob's Chance, a non-profit organization that is dedicated to promoting wellness for children and young adults with special needs. Please consider donating to the Silent Auction, either with a gift item or a cash contribution. More details available at vsae.org/awardluncheon.

We are also happy to announce an addition to the team. **Pamela Flynn** is our new Meetings Manager. She brings over 20 years of experience in the areas of event management, corporate training, program coordination, higher education, accreditation standards, and customer service. Please welcome her next time you see her at a VSAE event.

MEMBER SPOTLIGHT

Connie Bruce

Manager, Member Services & Programs
Virginia Council of CEOs



What do you like most about your job?

Interacting with members. While our members are CEOs of different types of businesses, they all come together to form a community that is open to sharing with one another.

What are you working on that's new and different?

We have recently expanded to Charlottesville and are looking to expand to another part of the state. It is exciting to offer VA Council of CEOs to a new group of CEOs.

What piece of advice would you give someone new to the association world?

Join VSAE as soon as possible. It is a great resource full of smart people. I think it really clicked with me when I went to my first Meeting Planners Summit. Now I am enjoying participating with a sharp group of association executives in the ALV program. So happy to have the opportunity to learn from them!

What drew you to the association industry?

Opportunity and Scot McRoberts. I had been a stay at home mom for 11 years when Scot asked me to start working with him for a few hours a week on VA Council of CEOs. That was 12 years ago. When I planned and attended my first event with members, I was hooked.

How do you enjoy your time away from work?

I enjoy spending time with my family and friends doing anything from binge watching some

Netflix or getting out to explore the latest fun place in Richmond. I also can be found at Goochland Crossfit a couple of times a week.

How do you recharge?

Getting out for a hike on the James River with my kids or with a friend is pretty much a perfect day for me.

What are you most proud of?

Being a mom to my three children. I have two adult sons and a daughter who is a senior in high school. Being their mom continues to be my favorite job.

What's the most important lesson you've learned in the last 3 years?

I would say the most important lesson is one I have been learning for the last six years. I had a big life change and have had to find my own identity again. By nature, I like to make others happy and I have learned that it is good to find my own joys along the way.

What is the biggest issue facing you as an association executive?

Finding ways to constantly keep improving. We are a small staff but we are mighty and we strive to give our members a high-end experience.



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Karen Surmacewicz accepting the 2018 Virginia Business Meeting Planner of the Year award.

For the third year, the Fall Conference included recognition of the **Virginia Business Meeting Planner of the Year**, an award presented to the “unsung hero” of the association and business community—the professional meeting planner. The 2018 Virginia Business Meeting Planner of the Year award was presented to **Karen Surmacewicz**, Vice President of Membership & Event Management for the VA Chamber of Commerce.



Jackie Jester accepting her Passport Prize from Jason Whitt of Richmond Region Tourism.

Congratulations to **Jackie Jester**, Special Projects Manager for the **Virginia Nurses Association**, who was the Passport Prize winner. Jackie won a **Wild Weekend Out for Two in Richmond**, which included a two-night hotel stay, a gift card for dinner, a white water rafting trip, a craft beer trolley tour, rope course and ziplining, and passes to over 50 area attractions (estimated value of over \$1,900!), compliments of **Richmond Region Tourism**.

A special thank you to our event host, **Greater Richmond Convention Center**; our partners, **Aramark**, **Exhibits, Inc.**, **James River Audio Visual Services**, **Powell Kohne Associates, LLC**, **Results Direct**, and **Virginia Business**; our event sponsors, **DoubleTree by Hilton Richmond-Midlothian**, **Hampton CVB**, **Hotel Madison Shenandoah Valley Conference Center**, **Hilton Virginia Beach Oceanfront**, **Sheraton Virginia Beach Oceanfront Hotel**, **Asset Protection Group, Inc.**, **Visit Virginia's Blue Ridge**, **Marriott Richmond Downtown**, **Renaissance Portsmouth-Norfolk Waterfront Hotel**, **The Hotel Roanoke & Conference Center** and **Sheraton Norfolk Waterside Hotel**; and all who participated.



Please Donate to the Silent Auction

Friday, December 7

Join colleagues from your association community at VSAE's most popular event. Held on Friday, December 7 at the **Hilton Richmond Hotel & Spa at Short Pump**, this event includes recognition of the winners of VSAE's coveted Awards of Excellence and a Silent Auction with over 100 donated items on which to bid. Proceeds go to benefit VSAE and Jacob's Chance, a non-profit organization that is dedicated to promoting wellness for children and young adults with special needs.

Please consider a gift (valued at \$50 or more) or a cash donation to the Silent Auction Fund. Those who contribute to the fund will be listed in pre-event marketing and in the event's on-site program.

How do I donate?

Download a Donation Display Form at vsae.org/silentauction. Please complete the form and return to VSAE no later than November 10.

Grand Prize Live Auction

If you are thinking big this season, consider donating a Grand Prize live auction item. VSAE requests that the live auction item include the following.

- A minimum of 6 days/5 nights stay for 2 people
- At least 2 meals for 2 people
- At least 1 recreation activity for 2 people

In exchange for your Grand Prize donation, you will be featured in a newsletter article about the event with your picture/logo, get a display area at the event, promotion at the event by an auctioneer, complimentary registration to the event, promotion in the on-site program, and have a client experience your company first-hand.

If you are interested in donating an item for the live auction, email **Rick Eisenman** at rick@vsae.org. For other event questions, email info@vsae.org.

**NEW
DATES!**

CEO & SENIOR STAFF

Retreat

DECEMBER 10-11
The Cavalier Virginia Beach

In case you weren't able to attend the previously scheduled CEO & Senior Staff Retreat, you have another chance. Due to Hurricane Florence, the retreat was canceled in September and has been rescheduled for December 10-11. It will still be an exclusive two-day event for association CEOs and other senior staff leaders, focused on equipping them to lead their associations now and into the future.

Disruptive thinkers like Scott Wayne will push you to think differently about how you lead your organization, its board, and your members. The event will also include a presentation on ASAE's ground breaking research into the 46 Drivers of Change. Attendees will receive a high-level overview of the research, then will be organized into small groups with like colleagues for a deep-dive into the information and discussion on what it might mean for your association or industry.

At the end of this retreat, you will walk away with new energy and ways to approach your association leadership. You will have a strong sense of the disruptive trends of which you need to be aware. And you will have the tools to enable a stronger relationship between staff and volunteer leaders. All of this while spending two days at the luxurious and newly renovated Cavalier Virginia Beach, part of Marriott's Autograph Collection.

NEW! If you choose to arrive on Sunday, December 9, you can enjoy an optional tasting tour at the Tarnished Truth Distilling Company. You will be guided through the production side of the distillery where you will learn about the process by which the spirits are crafted. Afterward, savor a delicious hosted dinner in The Hunt Room.

The Cavalier is offering a special rate to all CEO & Senior Staff Retreat registrants of only \$149 for Sunday check-in.

Registration for this event includes your sleeping room on Monday, December 11. Register today and join your CEO colleagues for one of the best professional development values around.

**FOR MORE DETAILS AND TO REGISTER,
VISIT [VSAE.ORG/CEORETREAT](http://vsae.org/CEORETREAT)**

Smart Leaders Build Emotional Intelligence

Leaders walk the talk. They know how to act. They look like leaders, they communicate well with others, and they exude confidence. For some, these skills come naturally, but for most, it's a learning process. Some people acquire these skills—known collectively as emotional intelligence (EI)—through leadership-development programs, while others hire executive coaches. Either way, building your emotional intelligence will make you a more effective leader.

While IQ often predicts leadership ability, EI predicts business success. Recent research has shown that leaders who are ranked high in performance demonstrate more EI ability than their less effective counterparts.

Emotionally intelligent leaders know that they lay the foundation for interpersonal relations within their organizations. As an association executive, you are the model for your staff and your members, and you are charged with making difficult decisions that require empathy and understanding. To do these things well, you need well-developed emotional intelligence.

Research into EI began in the early 1990s, and by the late 1990s researchers had identified four key indicators of EI, all of which can be developed over time through coaching and experiential or competency training:

Self-awareness. Leaders must be aware of how their emotions and attitudes affect the people



around them and even their job performance. The association executive high in EI knows, for example, that an upcoming board meeting will create stress for him, and he works in advance to prepare and stay focused during the meeting. Or he may know that certain committee members procrastinate, causing frustration for him and his staff. Instead of getting angry, this executive turns those feelings into something that benefits the organization. This is a good opportunity for the leader to work with staff members to create innovative ways to circumvent the delay based on staff members' needs.

Self-regulation. The association executive high in EI regulates herself so that her emotions don't control her. When an assignment is not completed on time, she doesn't make sarcastic remarks or belittle the employee who missed

a deadline; instead, she looks for the reasons behind the delay and identifies areas for improvement. This executive is in control of her emotions and responds appropriately to the situation rather than making snap judgments.

Empathy. When the association executive uses her empathy to thoughtfully consider a specific leadership approach to directing an employee or decision-making approach to resolving a critical human-resource dilemma, the team comes together more cohesively. This is because the leader "feels" what her team is experiencing and then uses her leadership skills and her EI to improve the organization.

Social skills. The high-EI leader knows he needs to manage relationships. He understands that his verbal and, more important, nonverbal communication affect others. Ask yourself: What does your handshake say? Is it firm, and do you shake everyone's hand—male and female? Do you make eye contact with each person on your staff daily so that he or she feels visible and valuable? Can you influence and persuade others without covert tactics? Do you lead every meeting, or do you let other members of your staff take the lead to help them develop their leadership skills?

When you begin to develop your emotional intelligence, you put yourself on a path to self-discovery that is exciting but not easy. As you build your EI, you will benefit personally, and your staff and members will, too.

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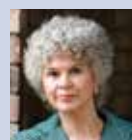
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Contact Blanche to book Sherene McHenry, the fabulous speaker from the 2018 VSAE Fall Conference!



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ABOUT THE AUTHOR



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She can be reached at
linda@lindatalley.com

WAYS TO

WELLNESS

Association Leadership Self-Care

When it comes to self-care, leaders need to manage both themselves and their staffs. From sabbaticals to kitchen cabinets to dedicated reading days, association executives have multiple options.

For a few years now, Nabil El-Ghoroury, CAE, executive director of the California Association of Marriage and Family Therapists, has kept a small Tibetan “singing bowl” in his office. Stressed out? Take a small hammer, tap the bowl, and use the soft hum as an opportunity to let your mind reset. “I’ll hit it just to remind myself to slow down,” he says.

It’s an idea that has literally resonated with his colleagues: El-Ghoroury says that the bowl comes in handy in meetings to help “break the pattern” of a stalled discussion. Sometimes fellow staffers even come into his office and ask to make use of it.

Of course, a meditation bowl may not be your preferred means of self-care. More concrete perks like compensation, breaks, support systems, and perhaps a complimentary Fitbit come in handy as well. But regardless of what path they pursue, CEOs who prioritize self-care agree on the need to recognize that doing their job well means also knowing how to step away from it—and that their personal sensibility can have a positive impact on staff as well.

STARTING OUT

A common mistake first-time CEOs make is to persuade themselves that they don’t need self-care, or that the job is too important to indulge in it. Shawn Boynes, FASAE, CAE, executive director at the American Association of Anatomists, recalled having that feeling early in his tenure, which only meant courting burnout.

“In the executive director role, you can give so much of yourself to the board, to the volunteer leadership, and to the staff,” he says. “And then there’s nothing left for you.”

So Boynes has a few firm breaks from the job: a spa day once a month, workouts in the early morning, and international vacations—real vacations—that put the job clearly out of his head. Similarly, Deborah Callahan, CEO at the National Fenestration Rating Council, has taken a cue from Microsoft founder Bill Gates: She sets aside a monthly reading day when she catches up on articles related to her association’s industry, but also leadership books and novels that might prompt her to look at things differently.

Stefanie Reeves, CAE, executive director at the Maryland Psychological Association, has a contract that gives her five annual “floating vacation” days in addition to vacation time and paid sick leave. But self-care doesn’t always require disconnection from the job, she points out: Reeves also maintains a number of “kitchen cabinets” of CEOs who can help her address issues unique to her situation, from running a small-staff association, to being a newer CEO, to being a black female executive. “Even in the association space, there’s still not too many people who look like me who do this job,” she says. “And sometimes there’s a different dynamic. So I have a broader kitchen cabinet including CEOs of color and state association executive directors who can relate to experiences on a different level.”

CONTRACTS AND SELLING THE BOARD

It’s one thing for a CEO to recognize the importance of self-care. Persuading the board of those needs can be another.

For instance, when Tracy Petrillo, CAE, was negotiating for her current job as CEO of the Academy of Integrative Health and Medicine, AIHM’s board wanted her to move full-time to headquarters immediately. Petrillo pushed to work remotely part-time for nine months for family and personal reasons, and it worked. “It was a huge risk for me,” she says. “I was the only candidate who wouldn’t come right away full-time to the office. ... But I was to a point in my career that I had to say I need to have some life

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“Not every employee is going to be equally enthusiastic about every wellness concept.”

priority as well as growth or development in my career.”

David P. Goch, a partner at Webster, Chamberlain and Bean who works with associations on executive compensation, says he’s seen more association leaders negotiating for remote work and time off in addition to more conventional perks like deferred compensation plans and spousal travel—a trend that may increase in light of the new tax law. But regardless of what terms CEOs pursue, they need to do it with an understanding of how board members themselves perceive compensation.

“None of this matters if your board isn’t prepared for it,” Goch says. “Unless they’ve been properly educated, their frame of reference is their world. And if you’re in an association that is in manufacturing or a similar trade, and the people on the board are actually the practitioners, well, they don’t get mental health days.”

THE EMPLOYEE SIDE

Upon taking her job at NFRC, Callahan made a point of ensuring that wellness was a part of the staff’s benefit plan as well. The group has brought in nutritionists, sponsored wellness challenges, added bikes that staffers can use in a nearby park, and cashed in credit-card points to provide them with Fitbits. At her first staff meeting, she pledged to give wellness issues more emphasis.

“Our vision statement includes things like teamwork and working collaboratively and good customer service and being innovative, but I added the attributes of wellness because that’s important to me, and I wanted to make that important to the culture here at NFRC,” she says. “I wanted to put my spin on it, and then out of that came a better-evolved wellness program.”

Not every employee is going to be equally enthusiastic about every wellness concept. So, for CEOs, communicating sensitively with staffers about their wellness needs is

as important as negotiating with a board for their own. Carolyn Woods, CAE, senior membership manager at the American Society for Parenteral and Enteral Nutrition, has seen this in light of her personal experience with depression and anxiety. She says even a general comment in support of workers struggling with mental health issues, and about the benefits the association provides, can be valuable.

Leaders “can proactively talk about mental health without outright asking any of the employees what their situation is,” she says. “It’s really worth investing time educating themselves on ways to support those employees. If there’s one thing I could tell them, it would be that some of your best employees may be struggling with mental illness, and you may not even know.”

That kind of sensitivity can be healthy for both staffers and the organization. AIHM’s Petrillo says she’s seen fewer employee sick days since she implemented a use-it-or-lose-it vacation program, renamed sick days “wellness days,” and encouraged staff to stay off email when on vacation and to take their lunch outside the office.

“Giving people permission to have white space, or permission to share stories for empathy and teamwork—I think that that is really a role of a leader,” she says.

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ABOUT THE AUTHOR



Mark Athitakis is a contributing editor for *Associations Now*, and has written on nonprofits, the arts, and leadership for a variety of publications. He is a coauthor of

The Dumbest Moments in Business History and hopes you never qualify for the sequel.

He can be reached at

mathitakis@asaecenter.org

HEALTH CARE CORNER



The GOP Tax Bill was signed into law on December 22, 2017 by President Trump and it’s about to change the individual health insurance marketplace. In 2019, the Affordable Care Act’s individual mandate will no longer be in force as a law. Therefore, those individuals who choose not to purchase individual health insurance in 2019 will no longer be subject to the “individual shared responsibility” penalty payment. Please contact me if you have any questions.

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2019 MEMBER DUES

Renewal notices for 2019 VSAE member dues will be going out in the coming weeks. The Board has approved a minimal increase of \$5 for 2019 across all VSAE membership categories. Below are the new membership dues rates, effective January 1, 2019.

EXECUTIVE

1-2.....	\$335
3+	\$170
Non-Resident.....	\$285

ASSOCIATE

1-2.....	\$540
3+	\$285

SEMI-RETIRED

1	\$ 65
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LESSONS FROM THE

SIG

Communications & Marketing

The Communications & Marketing SIG is planning to do a Mini Session Learning Lab on Tuesday, November 6 from 8:30–10:30 a.m. at the **Independent Insurance Agents of Virginia** office. There will be three member-led mini sessions on apps used in communications and marketing:

Canva

Led by Ally Barbour, Communications/Media Manager, Independent Insurance Agents of Virginia

Learn how to make images for social media, websites, newsletters, and more. This user-friendly app will save you a ton of time and make you look like a rockstar!

Instagram

Led by Chandler Owdom, Director, Communications & Strategy, and Monica McDearmon, Communications & Financial Literacy Coordinator, VA Bankers Association

Learn how this duo rocks Instagram, gets engagement, and has fun while doing it.

Piktochart

Led by Elizabeth Nelson, Director, Projects & Communications, National Alliance of State Pharmacy Associations
In the association world, we have lots of stats and facts to throw around. Learn how to organize them into infographics to create easy-to-digest content everyone will want to read.

VSAE's Shared Interest Groups (SIGs) provide members with another layer of professional development, foster peer-to-peer relationships, and encourage information exchanges. To learn more about VSAE's SIGs, visit vsae.org/shared-interest-groups.

ASSOCIATION LEADERSHIP VIRGINIA

CALL FOR APPLICATIONS FOR 2019–2020

Now approaching its second year, VSAE's Association Leadership Virginia, is aimed at helping develop the next generation of leaders for the Commonwealth's association management industry. This program is a leadership journey. Content pillars covered in the program include leadership, Membership life cycle, HR, finance, program and volunteer management, and advocacy and community.

If you are interested in developing your leadership skills in the association industry, then apply to this one-of-a-kind program.

Tuition is \$1,495 and includes six sessions with lunch, registration to the 2019 Annual Conference, and to two VSAE Seminar Series events.

For more information and to apply visit vsae.org/association-leadership-virginia

For Potential Sponsors

Be a part of VSAE's commitment to developing strong leaders for the future of Virginia associations by being an ALV sponsor. You will get recognition in our publications, on our website, and at

events. For more information, contact **Rick Eisenman** at rick@vsae.org.

Your contribution supports the people who, just like you, are committed to a strong and prosperous Virginia. Help pay it forward and consider a gift for our future community leaders.

Sponsorship of the Association Leadership Virginia Program offers you the opportunity to be a part of bringing influential leadership training to the future leaders of the field of association management. A community is as strong as its leaders—in business, government, not-for-profits, and neighborhoods—and your sponsorship will advance our emerging leaders' skills, education, and relationships.

Who We Serve

Our ALV participants are professionally diverse, representing all position titles, from Executive Directors to Specialists/Associates. They represent all industries and specialties found within our association community: from healthcare, education, and consulting to professional and trade organizations.

VSAE.ORG/ASSOCIATION-LEADERSHIP-VIRGINIA



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The Hilton Richmond Downtown is housed in the former Miller & Rhoads department store, an iconic building with over 100 years of history. Spanning an entire city block, our hotel boasts original features including marble floors and high ceilings. Enjoy easy access to theaters, historical sites, museums and restaurants, as well as the Greater Richmond Convention Center.

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Leadership Begins Internally

In any organization change is inevitable and growth is optional. If an organization does not grow and change, it becomes stagnant and does not bring any benefit to the members. Local leadership controls the local decisions and what happens to members locally. From planning education programs to setting the strategic direction for the organization, the leadership must be involved in the membership decisions that are being made. The leadership, along with staff, need to be fluid and as the market changes so does the chapter.

A leadership team climate drives results. The leadership team that works together for the betterment of the members is the one who gets more accomplished. If you are a leader and you don't care, then the team will follow your lead and they will not care about the outcome either. Leadership shapes people and the climate of the organization. Spend your time as a leader helping to build your organization to do things right for the members and don't do it as a personal gain.

Leadership begins internally. It is something that grows over time in a person. You are not born with a desire to be a leader. As you grow up and become involved with other people and groups you determine how great of a leader you will become. Leadership evolves with time. A leader is the driver of the car that motivates and encourages members to participate and get

involved. They keep people focused and set the tone for the organization. What is your internal drive, to be a leader or a follower?

Finally, we don't know what we don't know. Shut down the complaining in your organization by asking for input and making effective changes. Don't ignore the feedback from members. What do the members value about your organization and why do they come to meetings and participate? Understanding the underlying issues that make members unhappy will help you shape a stronger organization. Create change that will help the organization grow and not create additional problems.

So now that I have given you some ideas to think about, is it time to become a leader? If you decided you would like to get involved locally, start attending chapter meetings and go to board meetings. Get to know the members and determine, "Am I being a true leader of my organization and how do I get others involved?"

ABOUT THE AUTHOR



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She can be reached at:*
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PARTNER HIGHLIGHT

SHERATON VIRGINIA BEACH OCEANFRONT HOTEL

At the **Sheraton Virginia Beach Oceanfront Hotel**, you will experience it all! Modern convenience and relaxed elegance combine with memorable results at Sheraton Virginia Beach Oceanfront Hotel. Ideally placed at the exclusive end of the picturesque Virginia Beach Boardwalk, we offer close proximity to the excitement of the area, coupled with an atmosphere of tranquility that you won't find at other beachfront hotels. Intuitively designed rooms and suites feature complimentary Wi-Fi, a refrigerator, a microwave, and the Sheraton Signature Sleep Experience; many also offer breathtaking ocean views. Elsewhere at the hotel, you can enjoy a swim in our beautiful oceanfront pool, oceanfront views, and creative cuisine at Fusion Restaurant & Lounge or dine in the sun at Cabanas Seaside Bar & Grill. Those planning meetings or social gatherings in Virginia Beach will be thrilled with our spacious, light-filled venues, which offer modern technology and mesmerizing beachfront views. For those in the mood to discover the area, our location on the Boardwalk places you steps away from all the city has to offer.

Maximize your conference experience with 12,000 square feet of flexible meeting space. Whether you are planning a meeting of top executives or communicating an organization's vision, we deliver excellence. Keep your attendees inspired with state-of-the-art audiovisual technology and award-winning catering. Ocean Grand Foyer offers oceanfront views and is the perfect location to kick off your event with a reception or refresh your attendees with a morning break. The largest ballroom, Ocean Grand, can seat up to 650 guests while our smallest, the Linkhorn Boardroom, can accommodate 10 guests.

New in 2018, the Sheraton Virginia Beach Oceanfront Hotel is now under the Marriott International brand portfolio. SPG points are now Rewarding EventsSM. Planners will earn points for the eligible meetings and events you plan at our hotel



and can redeem them within the 25 brands that participate in the Rewarding EventsSM.

Why Virginia Beach? Our city offers four seasons of fun with unique experiences year-round. Virginia Beach holds the Guinness World Record as the "world's longest stretch of pleasure beach" with 35 miles of coastline waiting to be explored. Hop aboard an oyster harvesting tour or whale watching excursion. Try our local mouth-watering cuisine and award-winning restaurants. Sample regional craft beer or visit our local family-owned wineries. Visit our ViBe District, a hub for creative businesses to set up shop, inspire a sense of

discovery, and share their passion with visitors. From indoor skydiving to swinging in the tree at the Adventure Park, we have it all.

Our Sheraton team of skilled professionals look forward to making your event one to remember!

CONTACT

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AROUND THE COMMONWEALTH



The **Association of School Business Officials International** has moved their offices from Reston. They are now located at 44790 Maynard Square, Suite 200, Ashburn, VA 20147. They also now have rental space in hopes of having a small association move next door.

Delta Hotels by Marriott Chesapeake-Norfolk has recently completed meeting space, restaurant, lobby, and patio renovations. They now have over 12,000 sq. feet of event space, a stylish and accommodating restaurant and bar, outdoor seating, Grab-N-Go Café, and a brand new addition of the peloton bike, which brings you the most convenient and immersive indoor cycling experience ever, streaming daily live classes from the NYC studio.

Charlie Finley, CAE has been honored from the Society of American Foresters and named as the William Hagenstein Communicator of the Year. He traveled to Portland, Oregon to accept the award, which carries a \$1,500 honorarium.

The Founders Inn and Spa in Virginia Beach has joined the Hilton Family as a Tapestry Collection

by Hilton. They are currently undergoing an extensive rebranding to include full guest room renovation, Swan Terrace renovation, the addition of new eatery, Monroe's Tavern and Bar, and a new 4,500 square foot lake view pavilion.

Congratulations to **Jackie Jester**, Special Projects Manager with **Virginia Nurses Association**, who gave birth to a son, Jackson Jester, on May 25.

Lisa G. Noon, CAE, RCE, is now Deputy Executive Director, National Association of Residential Property Managers (NARPM) and based in Richmond. NARPM is managed under **Organization Management Group (OMG)**.

Congratulations to **Allyn Proffitt (now Hodgins)**, Sales Manager at the **Greater Richmond Convention Center**, on her marriage to Payton Hodgins on September 22.

Congratulations to **Karen Surmacewicz**, Vice President of Membership & Event Management for the VA Chamber of Commerce, who was presented with the 2018 Virginia Business Meeting Planner of the Year award at VSAE's Fall Conference.

MEMBERS ON THE MOVE

Merry Beth Hall, CAE is now the Director of Education & Workforce Development with Interlocking Concrete Pavement Institute in Chantilly, Virginia.

WELCOME NEW MEMBERS

EXECUTIVES

Elizabeth Buhl
VA Forestry Association
Richmond

ASSOCIATES

Stacey Bradley
Great Wolf Lodge
Williamsburg

Tanya Burpo
DoubleTree by Hilton Williamsburg
Williamsburg

2018-2019 OFFICERS

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LAST CHANCE TO USE YOUR 2018 SEMINAR PASS!

Do you still have a 2018 Seminar Pass to use? The November meeting is your last chance to use it this year. Be sure to use it or share it to be used by registering at vsae.org/nov18. Call the VSAE office at (804) 747-4971 if you'd like to give your pass to a guest outside of your organization.

2019 SEMINAR PASSES
WILL BE AVAILABLE ON NOVEMBER 1