

AUGUST 2019

## TRUST BASED LEADERSHIP & SUCCESS



Join VSAE members on **Thursday, September 5** at the **Richmond Marriott Downtown** for Mark Given's presentation, "**Trust Based Leadership—Proven Ways to Stop Managing and Start Leading.**" In this important seminar, you will learn how improved leadership skills and people-centric leadership techniques can eliminate poor communication, employee and member complaints, and difficult misrepresentation and legal issues related to leadership and customer service scenarios. Attendees will learn the important difference between managing tasks and leading people and how to lead with the intent to serve, utilizing better listening skills, understanding what members and staff want, and clarifying the needs and wants of those we serve.

Mark will continue with a luncheon presentation, "**Trust Based Success—Proven Ways to Stop Stressing and Start Living.**" In this presentation, attendees are sure to be reminded of the importance of trust and how it truly influences the success of an organization and the member.

Mark Given has been changing organizations and improving lives for nearly four decades. He has shared Leadership Training, Sales Mastery, and Trust Based Philosophy systems with thousands of people and has worked with hundreds of businesses across the world. Audiences and students say Mark's speaking and teaching delivery is timely, relevant, witty, engaging, funny, cutting edge, and a breath of fresh air.

## IT'S TIME TO REGISTER FOR FALL CONFERENCE!

Join VSAE on October 2 & 3 at the **Greater Richmond Convention Center** and **Hilton Richmond Downtown**. New this year is a Wednesday afternoon workshop on tactics for better engagement from sponsors, exhibitors, and advertisers. This will precede the evening networking reception. Thursday morning begins with an insightful keynote presentation on how engaged employees are critical to the success of your organization. Other sessions include building a digital marketing strategy, coaching your speakers and volunteers, managing employee pay, keeping up with the pace of change, and the importance of manners in business success. Additional sessions have increased the overall CAE hours to 6.25. See the lineup on page 4.

By attending this event you can improve productivity, grow your membership, better engage your members, interact with colleagues, and visit over 90 exhibitors in Virginia's only tradeshow for the association industry.

DON'T MISS IT!

### SEMINAR SERIES WITH LUNCH

**Thursday, September 5**  
**Richmond Marriott Downtown**

CONTENT LEADER

**Mark Given**

SCHEDULE

Registration ..... 8:00 a.m.  
Seminar ..... 8:30–11:00 a.m.

#### TRUST BASED LEADERSHIP—PROVEN WAYS TO STOP MANAGING AND START LEADING

Reception....11:00 a.m.–11:45 a.m.  
Luncheon..... 11:45 a.m.–1:15 p.m.

#### TRUST BASED SUCCESS—PROVEN WAYS TO STOP STRESSING AND START LIVING

**Register at**  
**[vsae.org/seminar-series](http://vsae.org/seminar-series)**

### UPCOMING EVENTS

#### CAE INFORMATIONAL MEETING

**August 27**  
**VSAE Office**

#### SEMINAR SERIES

WITH LUNCH  
**September 5**

**Richmond Marriott Downtown**

#### CEO & SENIOR STAFF RETREAT

**September 16–17**  
**The Greenbrier**

#### FALL CONFERENCE

**October 2–3**

**Greater Richmond Convention Center**  
**and Hilton Richmond Downtown**

#### COMMUNITY SERVICE PROJECT: HOMES

**October 16**  
**Location TBA**

**Check out all events at**  
**[vsae.org/calendar](http://vsae.org/calendar)**



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\*To qualify, meeting must be contracted for 100 or more cumulative room nights and minimum \$10,000 in Food & Beverage.  
Book by December 31, 2019 and consume by December 31, 2020. Not Applicable to Existing Business.

# Leadership reflections



Duront "D" Walton, CAE  
VSAE President

## Busy Summer for VSAE

Ah, summer...remember when we were in school and summertime was a chance to unwind, play, and re-charge in order to meet new challenges and opportunities that lay ahead in the fall? For many associations, summer is that point in the annual cycle when things finally slow down. For almost three months, events are temporarily put on hold while members, volunteers, and even staff take their summer vacations. Strategic planning, conference planning, and other heavy work is saved for when everyone comes back into town at the start of the school year.

Well, I visited with our management company recently and I can tell you that is definitely not the case for THIS association. Rest assured, there is a lot of work being done. As this newsletter goes to print the focus is squarely on wrapping up a successful AMC Retreat in July, a two-day Meeting Planner Summit in Lynchburg at the beginning of August, and the SIG-a-Palooza on August 8th. Meeting locations and content leaders for the 2020 VSAE program year are being confirmed. VSAE staff is finalizing the details for the CEO & Senior Staff Retreat at The Greenbrier in September, and let's not forget that the September Monthly Seminar and Quarterly Board meetings are just around the corner, too. If that's not enough, coordinating exhibitors for October's Fall Conference and Tradeshow has been a focus since February, and plans are well underway for a December seminar in Northern Virginia, as well as soliciting award nominations and Silent Auction donations for our traditional end-of-the-year event.

I'm thankful for our hardworking management company team and hope that members have been able to take advantage of the various summer events and will join us for those that VSAE is hard at work planning for the remainder of the year.

Enjoy the rest of your summer, and as the song says, we'll see you in September (if not sooner).



VIRGINIA SOCIETY OF ASSOCIATION EXECUTIVES'

# FALL CONFERENCE

NOW  
WITH

- ✓ ADDITIONAL EDUCATIONAL CONTENT
- ✓ FREE PARKING ON THURSDAY
- ✓ 6.25 CAE HOURS

## BREAKFAST & KEYNOTE PRESENTATION BEYOND THE BRAND—PUTTING PEOPLE FIRST

*Karen McCullough\**

Engaged employees perform at high levels, create positive interactions with the customer, and are critical to the success of your organization. As companies find it increasingly difficult to compete on price and speed, the human-centric customer brand experience becomes the differentiator in the marketplace. Your employee experience directly connects to your customers' experience and investing in engagement is key to delivering better brand experience.

\*Provided courtesy of Powell Kohne Associates, LLC.

## WORKSHOP & BREAKOUT SESSIONS

### WEDNESDAY AFTERNOON

#### ■ Tactics for Better Engagement from Sponsors, Exhibitors, and Advertisers

*Carrie McIntyre, The Wyman Company*

### THURSDAY MORNING

#### ■ Building a Digital Marketing Strategy for Your Association

*Jon Kinsella, Association Headquarters*

#### ■ Change is Good—Keeping Up with the Pace of Change

*Karen McCullough, Karen McCullough, CSP*

#### ■ Coaching Your Speakers and Volunteers to Engage Conference Attendees and Help Them to Learn

*David Core, Casualty Actuarial Society and Kathi Edwards, CAE, the Learning Evangelist, LLC*

#### ■ Strategies and Essentials of Managing Employee Pay

*Kerri Arnold, SHRM-SCP, SPHR, Newport Group*

### THURSDAY AFTERNOON

#### ■ Manners Matter: How Civility Can be Your Secret Weapon in Business Success

*Liz Bryant, Liz Bryant Business Etiquette*

#### ■ Rewarding Employee Performance

*Kerri Arnold, SHRM-SCP, SPHR, Newport Group*

SESSION DESCRIPTIONS AVAILABLE AT  
[VSAE.ORG/FALLCONF19](http://VSAE.ORG/FALLCONF19) AND ON THE MOBILE APP.

**REGISTER AT [VSAE.ORG/FALLCONF19](http://VSAE.ORG/FALLCONF19)**

Thanks to the gaming industry, virtual reality (VR) is making a breakthrough as one of the most critical technologies that will alter the way we live our lives. As a new medium of communication, there are many applications of this technology that will improve subject matter comprehension at drastically high rates. However, VR is slow to be adopted, partly because most people don't understand the *how* or *why* yet of this technology.

Before we go into the *what* of immersive technology (AR, VR, XR, MR—take your pick of the acronym), let's first talk about the *why*. For centuries, humans have been communicating thoughts, feelings, experiences, memories, and messages through evolving means of communication. The spoken and written word, drawings, photos, and video among many others mediums, are used by humans to try and engage their audience in understanding the exact context of what they are trying to communicate. The evolution of communication mediums, such as radio, television, the computer, and the internet have allowed the communication of information to become faster and easier to attain and contextualize. The emergence of immersive technology will forever change the landscape of how we receive, retain, and recall information.

## What is Virtual Reality?

Virtual Reality comes in the form of a Head Mounted Display (HMD) and fully obscures your surrounding environment, replacing it with a completely different one. This environment can either be pre-existing, captured with 360 degree film, obscure, abstract, or a completely non-existing environment that is created with photo-realistic graphics. When the VR environment is rendered, users are able to interact and affect the scene, objects, and

# Virtual Reality for Associations

characters within the scene. The ability to allow people to be the subject of communication is potentially the most powerful tool we have to engage someone.

## The Ultimate Empathy Tool

People build memory through lived experiences. What if we had the ability to elicit the ultimate empathy? To change someone's perspective by literally putting them in the shoes of another without the burden of logistics planning, financial hurdles, or limited access? Virtual reality does just that. Through allowing people to be "present" and affecting various scenarios, VR has proven the ability to engineer minds, create memories, and therefore, elicit the ultimate empathy for a particular scenario. The empathetic power of VR is precisely what attracts associations and non-profits to this communication medium.

Organizations are turning to VR as a way to quickly standardize the context for situational awareness to those who may not be as familiar with the subject matter. No longer does one have to try and explain a complex matter, or potential consequences of action or nonaction. A potential scenario can now be instantly fully visualized, at scale, in 360 degrees, eliminating the barrier of lack of context or knowledge on a particular subject matter. Associations are using this tool to elicit emotional reactions and to more efficiently and effectively gain support

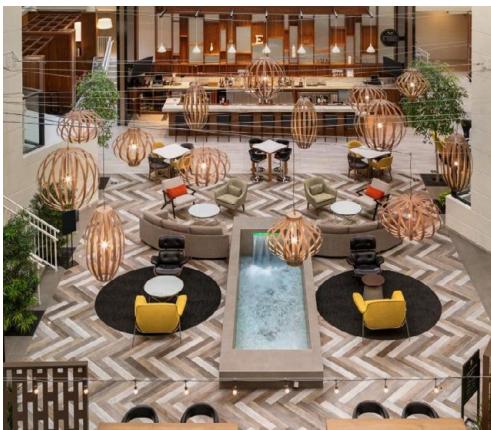
for their causes through donor fundraising and congressional policy changes. The American College of Preventive Medicine is a good example of an organization taking the leap forward to use this tool to educate Members of Congress on social determinants of health for underprivileged children.

AARP, the largest association to cater to senior citizens, is utilizing VR to provide resources and connectivity for their members. Their goal is to provide accessibility to the necessities and luxuries of life that may be difficult to obtain when relatively immobile. Their platform, Alcove, includes access to entertainment, travel experiences, health, and relaxation. The organization has even enabled dual-communication for family members to interact as avatars within the same platform using multiple headsets from decentralized locations. AARP has also partnered with relative service providers to provide content for their virtual platform, creating the opportunity for additional streams of revenue.

There are many ways associations can take advantage of the benefits of immersive technology. Due to the growing number of distractions in our everyday lives, it is increasingly important to provide relevant information, fast. If created with intent and purpose, VR can skip the line of communication translators and actually *show* users why they should care.

## ABOUT THE AUTHOR

**Sophia Moshasha** is Director of Immersive Platforms for Brightline Interactive; Vice President of the DC Chapter of the VR/AR Association; and the Co-Host of the Everything VR/AR Podcast. She can be reached at [sophia@brightlineinteractive.com](mailto:sophia@brightlineinteractive.com)



## AMC Retreat A Success

On July 9, 32 attendees representing 12 AMCs met for the fifth annual VSAE AMC Retreat. The day-long program featured presentations on legal issues impacting AMCs, social selling, and AMC certification opportunities. The group also discussed challenges AMCs are currently facing, such as future growth, scaling up, scope creep, staff efficiencies, increasing participation of younger members, and new ideas for member retention. This event was sponsored by Hilton Norfolk The Main, Hilton Virginia Beach Oceanfront, Marriott Virginia Beach Oceanfront, Omni Homestead, Omni Richmond Hotel, and Virginia Beach CVB. The newly renovated Embassy Suites Richmond (see photo) hosted the event, showcasing their hospitality and making the group feel welcomed.

# Connect to Learn and Grow

Learning is something I've always been passionate about. As a child, I not only enjoyed school, but was always excited to learn something new. As an adult, my entire career has been centered around education, and for me, it's a tremendous privilege to help others grow both personally and professionally. I offer all of the above as a disclaimer—I'm a bit biased when it comes to the importance of education. It also probably won't surprise you that I could say a great deal more about this topic, but I limited myself to the following six reasons that each of us should take full advantage of the endless and varied opportunities VSAE provides.

**Improve your skills.** This is by far the most basic—and obvious—point. But let's face it—growth doesn't happen by accident; it comes as a result of seeking opportunities to learn, being open to new information, and putting that information into practice.

**It's a journey, not a destination.** A few years ago, I came across this quote by Eric Hoffer. "In times of great change, the learners inherit the earth. The learned find themselves beautifully equipped to deal with a world that no longer exists." Those are powerful words that for me, serve as a great reminder of just how important it is to always be learning, growing, and challenging myself. We live in a world that is constantly changing and while that can sometimes be a little daunting, it presents us with the opportunity to gain a lot of new insight in the process.

**It's fun!** If you've ever watched a child go through the process of learning something new, you've seen learning at its best. Their curiosity takes over and for the most part, they have fun as they learn. (They also aren't afraid to fail, which, while a huge part of the equation, is another conversation entirely.) That same experience is possible for us adults, too. Whether it's finding a new approach to something, gaining a new perspective, finally solving that problem that's been driving you crazy, or trying something completely new and different—the sense of accomplishment that follows is incredible.

**"At a minimum of once a month, VSAE offers each of us the chance to stretch and grow."**

**A rising tide lifts all boats.** Simply put, we're all better when we're surrounded by people who know things that we don't. Jim Rohn is well-known for saying that each of us is the average of the 5 people we spend the most time with. In other words, we all have a lot to offer – and to gain from – those around us.

**Be the one with the questions, not the answers.** As association staff, we're responsible for helping our members find solutions to challenges they are facing. That's a hefty task. Having the opportunity to step out of the role as guide and into the role as learner is one that I am so grateful for because it allows me not only to expand what I know, but ultimately to better serve our members.

**Walk the walk.** Associations exist to help members succeed. For most of us, a major part of what we do involves education.

We are continually urging our members to take advantage of the learning opportunities we provide because we know they will be better for it. If it's true for them, it's true for us. We should be as intentional about our own growth as professionals as we encourage our own members to be.

How lucky are we? At a minimum of once a month, VSAE offers each of us the chance to stretch and grow. It's no secret that some of the best learning happens informally, so the connections we form are incredibly powerful as well. I encourage you to get excited about the opportunities available to you and the possibilities that learning brings. Whether at a monthly seminar, a SIG meeting, a community service event, or one of the several retreats and conferences, I hope to learn with you soon!

## ABOUT THE AUTHOR



**Carter Lyons, CAE** is the Director of Education & Professional Development for the Independent Insurance Agents of Virginia.

She can be reached at [clyons@iiav.com](mailto:clyons@iiav.com).

## What Have You Done for YOU Lately?

**The CAE is an Investment in Your Career.**



Have you considered taking the next step in your career by obtaining the **Certified Association Executive (CAE)** credential?

If you are an Executive Director or CEO, you know how complex and varied your position is. If you're not, you may wonder how you can get ready for the next step. Either way, VSAE wants to support you on the journey.

VSAE is holding a CAE Interest Meeting on August 27, from 8:30–10:00 a.m., at the VSAE office. Hear from a panel of CAEs about their experiences achieving the designation and ask questions about preparing for the exam.

If you qualify to take the exam, or are close and want to explore it, we encourage you to participate in the VSAE CAE Study Group, a free member benefit, this fall. Past study groups have been instrumental in ensuring candidates pass the exam.

The study group will begin on September 24 and will be held every Tuesday, from 8:30–10:00 a.m. at the VSAE office, for ten weeks. Register at [vsae.org/CAEFall19](http://vsae.org/CAEFall19).

The application deadline for the next exam is **September 27, 2019** and the exam will be administered on **December 6, 2019**.

Invest in your future. If you are interested in participating in the study group this fall, please email **Sonnia** at [sonnia@vsae.org](mailto:sonnia@vsae.org).

**For more detailed information, please visit [whatiscae.org](http://whatiscae.org).**

# AROUND THE COMMONWEALTH



**Norma Delgadillo** is now the Director of Sales for the **Hilton Richmond Downtown**.

**Lisa Meriwether**, Tourism Sales Manager for the **Office of Economic Development and Tourism, City of Lynchburg**, was recently installed as the Chapter President-Elect of Meeting Professionals International (MPI) Virginia Chapter. She will also serve on the Board of Directors Executive Committee.

**Sally Noona** is the Interim Vice President of Sales & Marketing at the **Virginia Beach Convention & Visitors Bureau**.

**Chandler D. Owdom** was recently promoted to Vice President, Communications & Strategy at

the **Virginia Bankers Association**. Chandler is a part of the VBA communications team, and she also manages the VBA Emerging Bank Leaders group, planning annual events and networking opportunities for the more than 500 members.

Congratulations to **Rebecca Snead, CAE**, Executive Vice President and CEO of the **National Alliance of State Pharmacy Association**, for successfully obtaining her CAE designation.

**Abby Tammen** is the Interim Chief Executive Officer of the **Charlottesville Area Association of REALTORS** while the Association searches for a new CEO.

## THANK YOU TO OUR 2019 PARTNERS



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## HEALTH CARE CORNER



### IRS Announces 2020 HDHP and HSA Limits

On May 28, 2019, the IRS released the following 2020 limits for High Deductible Health Plans (HDHPs) and Health Savings Accounts (HSAs):

**2020 HSA Contribution Limits:**  
Self-Only: \$3,550  
Family: \$7,100

**2020 HDHP Min. Deductible:**  
Self-Only: \$1,400  
Family: \$2,800

**2020 HDHP Max. Out-of-Pocket Expenses:**  
Self-Only: \$6,900  
Family: \$13,800

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## PARTNER HIGHLIGHT:

### Spa, Wellness & Recreation— There's Much More Than Golf

Situated a short ride from Dulles International Airport and 30 miles from the U.S. Capitol, Lansdowne is a retreat that checks many, many boxes in the effort to take a healthy step forward.

Just as balance is critical to a successful golf swing, a balanced lifestyle is important to living a healthier life. At **Lansdowne Resort and Spa**, you'll find many keys to achieving your personal balance.

Under new ownership since 2017, Lansdowne has recently taken the reigns of independent management and in 2020 will begin introducing the Harmony Wellness brand, a new approach to total mind and body well-being. With a commitment to dispelling the root causes of diseases through the fusion of Eastern and Western practices, Harmony will offer guests the opportunity to redefine what wellness and relaxation truly are by taking a unique, integrative approach to the resort experience.

In addition to wellness initiatives, Lansdowne's golf offerings and resort amenities are so diverse and delightful that the resort is a compelling draw for association meetings. Nature lovers relish Lansdowne's superb hunt country location along the Potomac River and oenophiles can sip to their heart's content amid the region's acclaimed wineries. Add in a world-class spa, memorable dining, and ample meeting space and you have the ideal setting for camaraderie-building gatherings. No matter what your passion, Lansdowne is irresistible but like many high-end resorts, Lansdowne is positioning itself to lead the charge in health and wellness amenities that many leisure travelers are seeking.

### Stellar Golf

Golf remains the centerpiece of Lansdowne's activities and will be vital in the wellness efforts. The Golf Club

## LANSDOWNE RESORT AND SPA



 **LANSDOWNE**

at Lansdowne rolls out 45 broadly appealing golf holes: the original 18, named for its architect, Robert Trent Jones Jr.; and a second championship layout, known as the Norman, for its designer Greg Norman; and a nine-hole short course, called Sharkbite. Each is worthy of your attention — for very different reasons.

### Beyond Golf

Man cannot live by golf alone and Lansdowne Resort and Spa delivers for non-golfers as well. A winner yet again in Condé Nast's 2018 Readers Choice Awards listing of "Best Resorts in the South," Lansdowne wows with a dazzling roster of off-course delights including watersports activities on the Potomac River,

spin and fly fishing. Another can't-miss activity is a Loudoun County wine country excursion. Virginia is the oldest (and the fifth largest) wine-producing state in the U.S. With more than 40 wineries nearby, resort guests can spend a day or week partaking of the grape.

Taking in the entire Lansdowne experience, it's pretty clear: If you're looking to feel good in every way, a trip to **Lansdowne Resort and Spa** is just what your body ordered.

### CONTACT:

For more information, contact Mr. **Skylar Dowell**, Associate Director of Sales at (571) 291-7651 or [sdowell@lansdowneresort.com](mailto:sdowell@lansdowneresort.com).

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