

Master the Art of Courageous Feedback and Authentic Relationship Building



Hey Superwoman, take off your cape! Hey Batman, take off your mask! Hey decision-makers, put away your ego! Let's talk about who you are personally as a leader and as a partner. As humans, we can't learn things from people who are perfect, we can only learn things from people who are *imperfect*. So, it is time to own who you are so you can be real to others and lead through your faults. This deep

but hysterical session will leave you feeling introspective about the person you show to others and help you recognize the rapport and trust-building power of authenticity in your communication and relationships. If you're looking to master the art of courageous feedback and authentic relationship building, this is the session for you.

Join us on Friday, March 4, at the **Richmond Marriott Downtown** where leadership author, motivational speaker, and trained improv comedian, **James Robilotta**, will both entertain and inspire us as he shares the definition and application of Authentic Leadership and how it can transform communication and relationships. A networking reception and lunch will follow the session.

Register at vsae.org/calendar



Struggling to see the forest from the trees? This year's Annual Conference theme – "Charting Your Path Forward" – is about finding new perspectives and providing association professionals with insights and tools to navigate through their current challenges, master organizational agility, embrace and lead workplace change, and chart new paths for themselves and their organizations.

The VSAE Annual Conference is May 1-3, 2022 at Lansdowne Resort in beautiful Loudoun County. This is VSAE's largest event and attendees include association executives from across Virginia as well as suppliers and partners.

Register today at vsae.org/annual

See page 4 for details.

DON'T MISS IT!

SEMINAR WITH LUNCH

Friday, March 4

Richmond Marriott Downtown

SCHEDULE

9:00 am
Registration Opens

9:30 - 11:00 am
Seminar:

Leading Imperfectly: The Value of Being Authentic for Leaders, Professionals, and Human Beings

11:00 - 11:45 am
Reception

11:45 am - 1:00 pm
Luncheon

**REGISTER AT
VSAE.ORG/CALENDAR**

UPCOMING EVENTS

THURSDAY, MARCH 10

NOVA Seminar with Breakfast

Unpacking and Addressing Your Big Issues

DoubleTree by Hilton
McLean Tysons

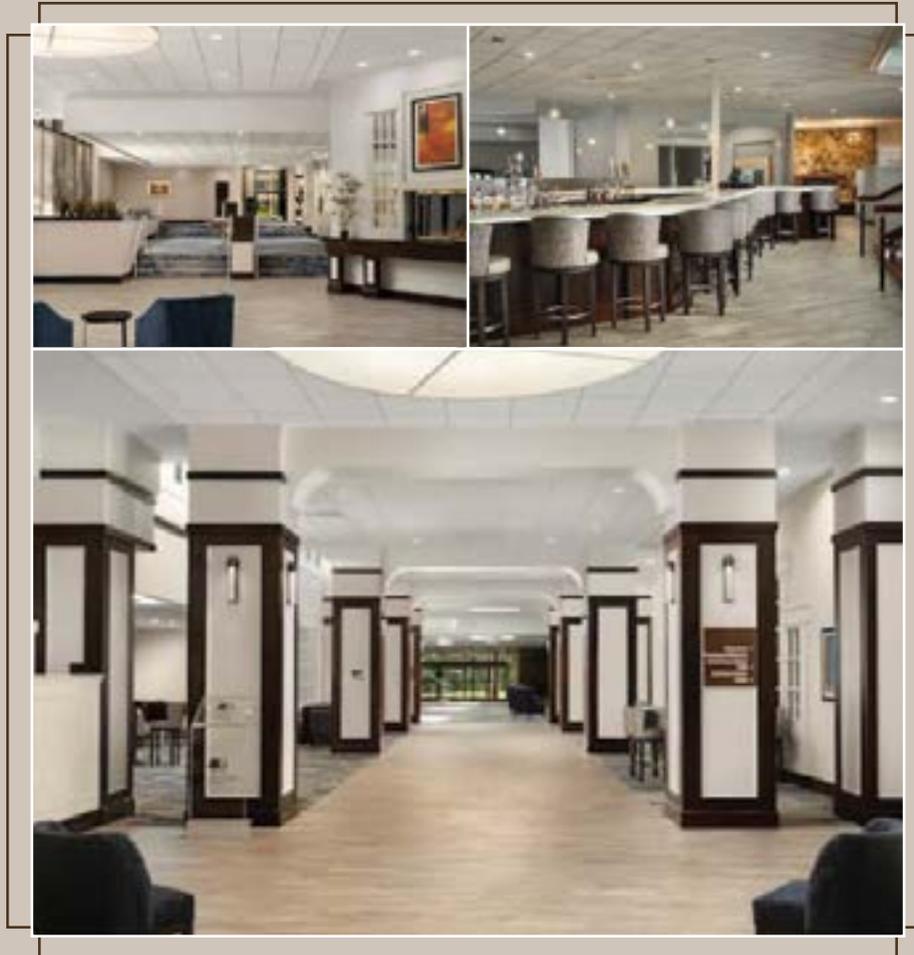
**THURSDAY, MARCH 24–
FRIDAY, MARCH 25**

Meeting Planner Summit
Renaissance Portsmouth–
Norfolk Waterfront Hotel

FRIDAY, APRIL 1

Seminar with Breakfast
*What Master Managers Do/
Creating Your System of
Management Your Big Issues*
Hilton Richmond Downtown

MORE AT VSAE.ORG/CALENDAR



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MemberClicks
Newport News Tourism
Omni Charlottesville Hotel
Omni Richmond Hotel
Renaissance Portsmouth-Norfolk
Waterfront Hotel
Richmond Region Tourism
The Virginian Hotel
Visit Virginia's Blue Ridge

Leadership reflections



Maureen Dingus, CAE
VSAE President

“Yes, VSAE is a place to grow, connect and learn, but honestly, it’s more fun with friends.”

Grow Your Community

Recently, I was thinking about the many people in VSAE who have helped me grow both personally and professionally over the years. I wanted to share some stories about just a few of these people in hopes that you, too, will reflect on the people in our VSAE community who have impacted you.



More than 20 years ago, I saw a blurb in the VSAE newsletter about **Ellen Davenport** bringing her daughter home from China. I reached out and asked if she'd share her experiences since I was also going through the adoption process. We agreed to meet for lunch at Sal Federico's (who misses that place like I do?). Even though I had never met her, she approached me like an old friend and gave me a sweet baby gift. She was gracious with her time, and I'll always remember her kindness.

When **Steve Akridge** was president of VSAE, I was invited to guide the Board through a strategic planning process. His big smile and love of rock and roll made me feel welcome right from the start. When we talked about shaking some things up, he said "Let's do it. What are they going to do, fire me?" I thought the same thing since I was volunteering to lead the planning. His leadership philosophy has stuck with me, and I've thought about it frequently this past year!

Several years ago, **Carter Lyons** reached out to me and asked if I would be her mentor. It was flattering, humbling and a bit confusing. I had no idea what I could offer her. We'd meet at Boychick's Deli or Panera and just talk and talk. The lunches blossomed into a friendship of mutual support and respect. Now, we geek out about leadership books, always "like" each other's cute kid photos on social media, and know that we always have each other's back.

Last spring, my mother was really struggling with isolation and health issues. I decided to

take her to Virginia Beach for a weekend. We ended our trip overlooking the boardwalk from the rocking chairs in front of the Hilton with **Colleen Briley**. Her big hugs and humor were an elixir. Now, whenever I go to a VSAE meeting, my mom asks me if my friend Colleen will be there. She's a fan, too.

At VSAE receptions, you could find **Tom Hardiman** and me awkwardly hanging out at the edges of the meetings, not networking. You would think someone forced us to be there, and we didn't really belong. Our friendship came out of laughing at ourselves and cracking up at our terrible jokes. Eventually, our conversations became deeper. I learned about his passion for the Boys and Girls Club and much more. There was something about Tom that helped me realize that I did belong at VSAE meetings. It was okay that I wasn't a master networker, and I could meet great people hanging out at the edge.

Meeting people like Ellen, Steve, Carter, Colleen and Tom have truly been a blessing. Believe me, there are so many more stories that I could tell about other people. Yes, VSAE is a place to grow, connect and learn, but honestly, it's more fun with friends.

If you want to grow your community, reach out to someone you've been wanting to meet, volunteer for a VSAE Committee or Task Force, and attend meetings like the Annual Conference. Your community will grow fast, and you will have your own stories. I look forward to connecting with you soon.



SCHEDULE

Schedule subject to change.

See detailed schedule at vsae.org/annual.

Sunday, May 1

10:30 am–4:00 pm	Pre-conference Activities
5:15–6:00 pm	First-Time Attendee and New Member Mixer
6:00–7:30 pm	Opening Reception

Monday, May 2

7
Hours
CAE Credit!

8:00–9:00 am	Breakfast
9:00–10:15 am	Opening Remarks and Keynote by CRYSTAL WASHINGTON* (1.00 CEU)
10:30–11:45 am	Breakout Sessions (choose one) (1.25 CEU) DEI: FROM STATEMENTS TO ACTION <i>DEI Task Force</i> ELEVATE VOLUNTEER TRAINING TO BETTER PREPARE FUTURE LEADERS <i>Kristine Metter, MS, CAE</i>
12:00–1:00 pm	Lunch and Installation of 2022–2023 Board Officers
1:00–1:30 pm	Lunch Keynote by MICHELLE MASON, FASAE, CAE (.50 CEU)
1:45–3:00 pm	Breakout Sessions (choose one) (1.25 CEU) MEMBERSHIP 2032 — BACK TO THE FUTURE <i>Erik Schonher, MBA, CeM</i> PREPARING FOR YOUR CYBERSECURITY ATTACK <i>Lawk Salih, MIT; Tom Witt</i>
3:15–4:15 pm	Shared Interest Group Meetings (1.00 CEU)
5:30–6:15 pm	President's Reception (invitation only)
6:30–7:15 pm	Reception
7:15–9:00 pm	Dinner & Dessert
9:00 pm	After Dinner Entertainment

Tuesday, May 3

8:30–9:30 am	Breakfast
9:30–10:30 am	General Session (1.00 CEU) WHAT WERE YOU THINKING? ETHICS IN ASSOCIATION MANAGEMENT <i>Rhea Steele, MS, CAE</i>
10:45–11:45 am	Closing Keynote by MICHAEL LEVITT (1.00 CEU)
11:45 am–12:00 pm	Closing Remarks

KEYNOTES



The Future of Work is Here **CRYSTAL WASHINGTON***

Constant technology innovations, Gen Z entering the ranks, and a changing global marketplace were already dramatically impacting the face of the workplace. Then 2020 arrived and the script got flipped upside-down. Technology strategist and futurist Crystal Washington shows leaders how they can thrive now while keeping an eye on the horizon to be ready to ride future waves of change.

*Speaker courtesy of Powell Kohne Associates, LLC.



MICHELLE MASON, FASAE, CAE

Enjoy a keynote address by the President and CEO of ASAE: The Center for Association Leadership.



Burnout Proof Your Life **MICHAEL LEVITT**

People are burning out or leaving their jobs at alarming rates due to high stress from feeling a constant demand to deliver. The COVID-19 pandemic amplified this trend with all the unknowns around returning to the office and/or working from home. Learn to recognize the signs of burnout in your team members and yourself and the best techniques to immediately reduce the stress you face at work and at home. You'll leave with actionable steps you can easily take to transform your burned-out life into your ideal life.

GET DETAILED SESSION DESCRIPTIONS, LEARNING OBJECTIVES, PRESENTER BIOS, CONNECT WITH OTHER ATTENDEES, AND ENGAGE ON SOCIAL MEDIA ON THE OFFICIAL VSAE MOBILE APP, **ENGAGEFULLY.**



LEARN MORE AND REGISTER AT [VSAE.ORG/ANNUAL](https://vsae.org/annual)

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Norfolk Waterside Marriott
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The Greenbrier
Independence Golf Club
Lynchburg, Office of Economic
Development & Tourism
Massanutten Resort
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Richmond Region Tourism
Results Direct
Sheraton Norfolk Waterside Hotel
The Virginian Hotel
Visit Williamsburg

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The Hotel Roanoke &
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Renaissance Portsmouth-
Norfolk Waterfront Hotel
Visit Norfolk
Visit Fairfax
Visit Virginia's Blue Ridge
Whiteford, Taylor & Preston, LLC

PRE-CONFERENCE ACTIVITIES

All Pre-conference recreation activities are on Sunday, May 1. Registrations are limited. Activities require additional fees. The Winery/Brewery Tour and the Golf activity include lunch. A pre-conference recreation confirmation email will be sent the week before the conference.



HIGH-TEA, CROQUET & BUBBLES (1:00 p.m. – 3:30 p.m.)

You're in for a treat by the peaceful riverside. Golf carts will escort you to Turnberry's on the Course Grill, in the heart of our Greg Norman Course. Here at "Member's Hill" you're able to watch VSAE golfers nearby as you enjoy High Tea, sandwiches and sweets. For a friendly challenge, steps away wickets and mallets are ready for some competitive croquet.

Paired with the beautiful scenery, flutes of champagne will tie in the day's celebrations.



LOUDOUN GRAPES & HOPS ESCAPE

(10:30 a.m. – 3:30 p.m.)

Shuttle to the epicenter of Loudoun County's wine country where Stone Tower Winery's 300-acre rolling estate awaits. This trip will feature a full tour of the vineyard, stopping for cheese and wine tastings along the way. The breathtaking views don't stop here as a short trip up scenic

Route 15 will bring you to Vanish Brewery. Enjoy lunch under a private cabana while sampling some of Loudoun's finest and unique brews. The 63-acre laid back vibe is the perfect place to kick-off your Sunday afternoon.



ROUND OF GOLF THE "LANSDOWNE WAY"

(11:30 a.m. – 4:00 p.m.)

A classic experience awaits both the accomplished and novice golfer on the 7,063-yard, par-72 Robert Trent Jones II course. With zoysia fairways and bent grass greens, the key to success on this Northern Virginia golf course is the ability to accurately judge the effects of

the elevation changes. For example, the par-3 13th hole features a 50-foot drop from tee to green, requiring a forced carry over a creek that runs across the front of the green, as well as a stone wall that dates back to the 1700s. Jones provides mental challenges with risk-reward holes, as well as physical tests with a pair of classic, three-shot par-5s. While friendly, the strategic layout will test the skills of all playing levels, rewarding each with a round that they won't soon forget. This course is a true "players" delight.



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MEETING PLANNER summit

March 24–25, 2022

Renaissance Portsmouth-Norfolk
Waterfront Hotel

REGISTER TODAY!

Come join your fellow meeting planners at the beautiful Renaissance Portsmouth-Norfolk Waterfront Hotel to share new ideas and solutions to challenges. **Earn 6.5 CEUs** while you learn from each other, outside industry experts, and representatives from hotels and CVBs as we forge into 2022. **#2022MPSummit**

SESSIONS:

Contracting Smart in an Uncertain Future

Presenter: **Jordan Vallerga, CMP**, *Eisenman & Associates, Inc.*

Do the Hustle: Discussion Disco

Facilitators: **Tiffany Brown**, *Virginia Tech* and **Rebecca Butler, MSW, CFRE**, *Virginia Association of Free and Charitable Clinics*

Let's Plan an Event!

Facilitator: **Pamela Flynn**, *Eisenman & Associates, Inc.*

Quests and Questions: A Sponsors Panel

Moderator: **Megan Williams, CAE, CMP**, *Virginia Sheriff's Association*

Panelists:

Michele Moker, *Omni Richmond Hotel*

Lori Leib, *Hampton CVB*

Rita Matthews, *VisitNorfolk*

Sarah Lester, *Massanutten Resort*

How to Use Data to Plan Better Events

Presenter: **Shameka Jennings, MTA, CMP, CAE**, *Events Noire*

Flipped Panel: Necessity is the Mother of Invention

Moderator: **Rhea George, CAE**, *American Institute of Architects, Virginia*

VSAAE.ORG/MPSUMMIT



NOVA Seminar Series

Unpacking and Addressing Your Big Issues

VSAE introduces a fresh style of knowledge sharing and engagement for Northern Virginia's association community, designed to unpack big issues quickly and provide insights and tools that are scalable across associations.

Join us on **Thursday, March 10**, at the **DoubleTree by Hilton McLean Tysons** for a seminar, **Unpacking and Addressing Your Big Issues**, facilitated by **Christina Lewellen, MBA, CAE**, Executive Director of the **Association for Technology Leaders in Independent Schools**.

With so much to cover, this rapid-fire program will move quickly through the most pressing issues facing associations, focusing on quick case studies and lessons learned. This approach makes the most of your valuable time, providing a comprehensive overview. The topics are big, but the discussion will be nimble.

Sponsored by **Cavalier Resort, Lansdowne Resort**, and **Virginia Beach Convention & Visitors Bureau**. A continental breakfast is included.

Learn more and register at
vsaae.org/calendar

LET'S RECAP

Meeting Planner SIG

On February 1, the Meeting Planner SIG met to plan their meeting schedule for 2022 and discuss what our members want to get out of the SIG this year. With the Meeting Planner Summit moved to March and Annual Conference in May, there is opportunity to get creative about the latter half of 2022, maybe even bringing in guest speakers for Zoom sessions. One suggested topic caught everyone's interest—What are the policies on cannabis at meetings and/or venues? They plan to investigate.

RISING YOUNG PROFESSIONALS



Meet Laiya Rollins, a VSAE member, young professional, and Membership & Workforce Development Coordinator for LeadingAge Virginia.

What led you to where you are now?

I fell into the association world by chance, and I have grown to love it. After the birth of my first daughter Elliana, I moved from Norfolk to Richmond and decided to work for a temp agency to gain exposure in different sectors to see what I enjoyed. I had assignments in higher education, real estate, financial institutes and nonprofits. My last assignment was with LeadingAge Virginia as their Member Services Assistant. After five months on the assignment, I was offered a full-time position. My mentor and supervisor at the time encouraged me to learn different parts of the association to help me advance. Within my first two years at LeadingAge Virginia, I strived to learn and do more than what was in my job description. When my mentor decided to retire from her position, all of the knowledge that she placed in me became extremely useful as I was promoted to Membership & Workforce Development Coordinator. When I think back, my life was changed when I decided to jump in and try something new.

What motivates you at work?

Two things motivate me in the workplace. The first is to make a difference. I believe that in everything we do, there should be a higher calling that makes a difference for the greater good. Secondly, I am motivated to be someone “people like me” can look up to. I am currently a triple minority (young, female, and black). Growing up, I always looked up to people that I could relate to. I work diligently to create a path for future minority females to strive and be successful. I hope to be someone my daughters can look up to and desire to be better than me. For them to achieve more than I can imagine is what motivates me.

I believe that in everything we do, there should be a higher calling that makes a difference for the greater good.

What are your career aspirations?

My career aspiration is to be in a leadership position doing something that I love. I have only been in my association for the past three years, but I hope to continue to learn new skills and succeed while making an impact.

If you could give advice to other young professionals in our industry, what would it be?

My advice to another young professional would be to do things outside your comfort zone. The potential of your success will hit a wall if you are only doing things that make you comfortable. Expanding your skillset will only lead to greatness.

How has VSAE impacted your career development?

VSAE has given me the opportunity to “come out of my comfort zone” and network with many great individuals. The educational sessions and networking opportunities have introduced me to concepts and people that I will always remember. VSAE has allowed my thoughts and ideas to be heard, which definitely has assisted in my personal leadership development.

How can VSAE better serve young association professionals?

VSAE can continue to serve young association professionals by offering them a safe place to learn and grow. Providing a forum for young professionals to network will help develop career-long relationships.

What was the last great piece of advice you received?

The last piece of great advice I received was to make a plan and not be rigid. Whether it be a one, three, or five-year plan, sit down and write it out. My mother always told me that “regardless that time will pass, what side will you be on.” Are you going to be successful and get things done, or are you going to be in the same situation you were in before the time passed?

What do you like to do outside of work?

Outside of work, I am a pasta enthusiast! On weekends I can be found wrapped up in a blanket with my family, binge-watching anything while eating a hot bowl of pasta. When we do decide to go outside, I make memories with my daughters.

Do you have any favorite apps that you use for your job?

My current favorite app for work is Trello. It has been a lifesaver for organizing my thoughts in a simple, streamlined manner.

Why Become a Certified Association Executive?



Kelly Ann Gull, CAE



Sarah Mattes Marshall, CAE



Michelle Runge, CAE



Steven Williams, CAE

What have you done for YOU lately? Consider taking the next step in your career by obtaining the Certified Association Executive (CAE) credential. We asked four VSAE members who recently earned the CAE credential about preparing for the exam and how investing in this professional designation has advanced their careers. The members are **Kelly Ann Gull, CAE**, Senior Manager, Governance & Executive Office for the National Society of Professional Engineers; **Sarah Mattes Marshall, CAE**, Executive Director for the VA College of Emergency Physicians; **Michelle Runge, CAE**, Director of Chapter Relations–Mid-Atlantic Region for the American Inns of Court; and **Steven Williams, CAE**, Partner with Hardiman-Williams, LLC.

What made you decide to pursue your CAE?

KG: After being in the association industry for many years, I knew I needed my CAE to take my career to the next level. I actually left my field and sought an opportunity to learn more about another area of association management. People were shocked at the time, but I went to work for an ASAE Fellow, an amazing mentor who modeled the CAE mindset. It was the best education and what I learned gave me the confidence to achieve my goal.

SM: From my first VSAE event, I saw leaders in the organization with those three letters on their name tags and I knew that if I wanted what they had, I needed to push myself to earn that certification. Everything I learned about the CAE in preparing to apply for the exam just confirmed that it was a great decision. And most important is the incredible amount of association knowledge I gained in the process.

MR: I had been thinking about it for some time and wanted to pursue the credential

as the next step in my professional career, and my current organization enthusiastically supported the endeavor.

SW: I've always admired the commitment of my fellow VSAE members that trained and tested for the CAE, though I had not been able to make it a priority myself to go after the designation. Sometimes "life" gets in the way. But taking on a board role within VSAE changed that for me. I felt it was important to hold the industry's credential if I were (and now am) going to serve in industry leadership positions.

What resources did you find most helpful in preparing for the exam?

KG: Three resources proved very helpful in my preparations. First, I bought all the recommended reading materials. When I did not understand a concept, I could go to another book, look it up, and try to understand it in a different way. Second, I joined a VSAE study group which gave me a safe space to practice and discuss exam questions with support and no judgement. And, finally, one of my mentors, a CFO, was

fundamental in helping me understand the financial concepts and statements, the area where I needed the most help.

SM: The VSAE study group as a team and the instructors for the insight and resources.

MR: I basically lived in the *Professional Practices in Association Management*. The VSAE study group was a huge help and encouragement, and I sourced old practice exams wherever I could get them and used them for practice. That really helped me get my head around how to think about the exam questions.

SW: There are several books that were critical to my understanding of and success on the CAE exam. *CAE Study Guide 2020* by Kathleen Edwards, *Associations and the Law* by Jerald Jacobs, *Core Competencies in Association Professional Development* by Terri Tracey and Kathleen Edwards, *How to Read Nonprofit Financial Statements* by Andrew Lang and Wayne Berson, *Policies & Procedures in Association Management* by ASAE Industry Research, and of course the *Association Law Handbook* by Jerald Jacobs.

What advice do you have for those preparing for the exam?

KG: If you have been in association work for a while, you will be surprised at what you already know. You just never categorized all that knowledge into an exam format. Having good mentors and professional development experiences prepares you for knowing the best choice to make when confronted with an association challenge. Learn how to apply that knowledge in the exam structure provided.

SM: Start two months earlier than you think you need to!

MR: It may sound counterintuitive, but sometimes the best thing you can do is to take a step back and stop studying. I would get frustrated with myself for not retaining what I was reading or for bombing a practice exam; eventually, I learned that was my brain's cue that it needed a break.

SW: Believe in yourself and don't be afraid to ask for help. Is it easy to obtain the CAE? No. But can you do it? YES! There are many, many resources available from VSAE, ASAE, and others that can help you. The VSAE study groups, for example, are made up of association professionals just like you and meet regularly for two months to review content, take practice tests, and learn from experienced CAEs.

How has earning your CAE helped you professionally?

KG: The CAE is valued at my organization and, within a year of earning my CAE, I was promoted to a Director position!

SM: It feels like I've been welcomed into a group of some of the smartest people I've ever met. And it's an easy way to signify to those unfamiliar with our industry that you are dedicated to it and that you've taken the time to learn your business. I

think it means a lot whether it's to your boss, your board, or your future employer.

MR: It has certainly helped me approach organizational challenges from a more strategic, holistic mindset. Intangibly, it boosted my confidence as an association professional and led me to pursue other competitive professional development opportunities. An unanticipated but wonderful byproduct of studying for the

exam was expanding my professional network: I met dozens of brilliant association professionals from all over the country, working in all sorts of industries.

SW: I received a number of congratulatory emails from my peers and colleagues as soon as they heard about my CAE. Sentiments like that always help to put a little wind in one's sails, professionally and personally.

INVEST IN YOUR FUTURE—THERE IS STILL TIME TO JOIN THE CAE STUDY GROUP

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

The Spring CAE Exam Study Group begins **Tuesday, February 22** and meets virtually for 9 weeks, ending in time for the exam in May. This is a group facilitated by current CAEs. Candidates who fully participated in a VSAE Study Group have had excellent pass rates. The study group is free for VSAE members, but registration is required.

For more information and to register, visit vsae.org/cae-study-groups. If you have any questions, please contact **Terry Monroe**, Executive Director, at terry@vsae.org or (804) 249-2234.



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Board Adopts DEI Vision and Values Statement

On December 10, 2021, the VSAE Board of Directors adopted the recommendations of the Diversity, Equity and Inclusion (DEI) Task Force, which include VSAE's DEI Vision and Values Statement. The DEI Vision and Values Statement will serve as the guideposts for how VSAE incorporates DEI efforts throughout the organization.

Vision

Build and sustain a diverse, equitable and inclusive Association that sets the example for affirmation, access, recognition, and respect of various groups, identities, and cultures to positively impact Virginia's association community.

Values

- Continually create opportunities for VSAE members to develop critical skills to lead and manage through the lens of diversity, equity, and inclusion.
- Create and maintain an environment that allows everyone to express their social identity and culture to foster a sense of belonging.
- Model respect, professionalism, and ethical behavior among VSAE members.

- Seek out and encourage diverse ideas and perspectives at all levels of VSAE leadership and members.
- Stand against all forms of discrimination, oppression, bias, exclusion as well as structural, institutional, and systemic inequities.
- Use a data-driven approach to track, measure, and understand the current state of diversity, equity, and inclusion within Virginia's association community.

The Task Force will be developing action items for each value statement to positively impact all facets of the association, including events and education; member, board, and volunteer recruitment; participation of underrepresented groups within the membership, board, and volunteers; communications and publications; and shared interest groups.

In addition to the Vision and Values Statement, a webpage has been set up (vsae.org/dei) for sharing resources. This page will be updated regularly. For more information on the Task Force, including opportunities to get involved, please contact Terry Monroe (terry@vsae.org).

THINGS TO DO IN '22!

Meeting Planner Summit | March 24–25
Renaissance Portsmouth-Norfolk Waterfront Hotel

Annual Conference | May 1–3
Lansdowne Resort

AMC Summit | July 12
Omni Charlottesville

CEO & Senior Staff Retreat | September 12–13
The Cavalier

Fall Conference & Expo | October 5–6
Greater Richmond Convention Center and Hilton Richmond Downtown

Awards Luncheon & Silent Auction | December 2
Hilton Richmond Hotel & Spa Short Pump

PARTNER HIGHLIGHT

Meetings aren't ordinary at Colonial Williamsburg Resorts. Here, you're inspired to create change with modern features and timeless surroundings that enable extraordinary events. With our unique hotels and amenities, food and beverage offerings, and exciting entertainment and activity choices, your event will be unique, successful and memorable. We also include up to two complimentary Colonial Williamsburg tickets when you book direct!

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Colonial Williamsburg Resorts offers a collection of event venues perfect for meetings, social outings, and experiences customized to meet your every desire. From intimate to grand, our immaculate event spaces can accommodate 18 to 1,400 attendees. With more than 100,00 square feet of flexible event space, we are sure to have the perfect venue for your group.

A WORLD-CLASS COLLECTION.

Elevate your events with our outstanding assemblage of iconic destinations. The Williamsburg Lodge, an Autograph Collection hotel, beautifully blends southern hospitality and modern amenities. The epitome of elegance, the Forbes Travel Guide Five-Star, AAA Five Diamond Williamsburg Inn offers luxurious venues and upscale service. At the Williamsburg Woodlands Hotel & Suites, the conference center offers an exclusive retreat atmosphere with unique breakout spaces conveniently located near the Historic Area, with an enhanced breakfast included. If you're seeking a more quaint atmosphere, you can stay at one of our historic Colonial Houses or discover the spacious guest rooms and natural beauty of the boutique Griffin Hotel.

TASTE THE TRADITION.

Cuisine is king at Colonial Williamsburg Resorts. Our award-winning culinary team has created a delicious array of banquet menu offerings – guaranteed

to satisfy any palate. From our southern-inspired meals to our specialty breaks and bars, we work with you to design the perfect culinary experience for your event. We feature more than on-site restaurants, bars, and lounges—you'll find historic dining taverns, a historic bakery, and cafés located throughout the resort campus, as well as unique dining events and cooking demonstrations at our Taste Studio.

STAY ENTERTAINED.

At Colonial Williamsburg Resorts, you'll be surrounded by exciting attractions and activities to keep your group entertained and engaged. Our world-renowned golf club, Golden Horseshoe, features two championship-level courses and an executive course to challenge players of every skill level. We also offer a world-class 30,000 square-foot spa and fitness center, four pools (one indoor), and eight tennis courts to stay fit during your trip. Authentic 18th century taverns and 40 boutique shops and dining options in Merchant's Square are within walking distance, or accessible by our shuttle. And when it's time to kick up the fun, take your team on a pub crawl, book a historic area ghost tour, add a fife and drum performance, or book one of our nation builders to address the group

SPECIAL EVENTS.

Join us this year as we celebrate the 250th Anniversary of the legendary King's Arms Tavern at Colonial Williamsburg Resorts. Indulge yourself in the traditional tastings of this authentic atmosphere and enjoy 18th century cuisine with fresh, modern twists.

COLONIAL WILLIAMSBURG RESORTS



MAKE AN IMPACT.

When you stay with us, you're helping support The Colonial Williamsburg Foundation's mission to help maintain and preserve these iconic sites so they may continue to be enjoyed by generations to come. Receive your two complimentary tickets today when booking at any of our official Colonial Williamsburg hotels.

CONTACT:

Joe Barrow

Director, Hotel & Travel Industry Sales
Colonial Williamsburg Resorts
(757)220-7465 | | jbarrow@cwf.org

MEMORABLE MEETINGS. AUTHENTIC EXPERIENCES.

We've taken significant steps to ensure that our event accommodations meet the highest standard of health and safety for our guests. Providing a world-class experience through our five unique hotel properties and allowing our guests to immerse themselves in the world's largest living history museum, we offer 19 flavorful food and beverage outlets, legendary golf courses, a world-class spa and fitness center, and flexible meeting spaces perfectly suited for every budget. Your stay supports The Colonial Williamsburg Foundation's mission to help maintain and preserve these historic and iconic assets so they may continue to be enjoyed by generations to come.



Plan your next event with us by calling 800-822-9127 or visit colonialwilliamsburgresorts.com to witness history in the making.



AROUND THE COMMONWEALTH



Cockrell



Neal



Peterson



Thomas



Van Liew

Congratulations to the following members who have recently earned the Certified Association Executive (CAE) credential: **Alison Cockrell, CAE**, Principal, Director of Operations for Custom Management Group; **Courtney Neal, CAE**, Associate Director of the Endocrine Society; **Frank Peterson, CAE**, Executive Director of DECA, Inc.; and **Cari Thomas, CAE**, CEO of Coast Guard Mutual Assistance.

Congratulations also to **Rachael Van Liew**, Meeting Sales & Services Manager with **Visit Virginia's Blue Ridge**, who got engaged to Julius Baxley on January 25 in Costa Rica. A wedding date will likely be in 2023.

WELCOME NEW MEMBERS

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Glen Allen, VA*

Connie Long

*Association Builders
Virginia Beach, VA*

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ASSOCIATION PRESS

Published by the Virginia Society
of Association Executives

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Suite 202

Richmond, Virginia 23294

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Content, layout, and design

**Art and Editorial Deadline
for the March Issue**

February 25

Advertising Space

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2022
calendar of events

Visit vsae.org/calendar
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