



## VSAE's Annual Conference Goes North— First Time Ever!

### NEXT EVENT Annual Conference May 5-7, 2010

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Center  
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### SCHEDULE

#### Wednesday

Golf Tournament  
Wine Tasting Tour  
BTI Whitewater Rafting  
Welcome Reception

#### Thursday

5K Fun Run  
Educational Sessions  
President's Reception  
Gala Reception  
Annual Banquet and  
Installation of Officers  
After Dinner  
Entertainment

Register online at  
[www.vsaе.org](http://www.vsaе.org).

Hunt and Wine Country—What else could you ask for? It's not too late to register for the VSAE Annual Conference, which will be held **May 5-7, 2010** at The National Conference Center, located on 110 scenic acres in the beautiful countryside of Lansdowne, VA. The annual golf tournament will be held at the Raspberry Falls Golf & Hunt Club. If you don't want to play golf, you can choose between a Wine Tasting Tour at two wineries and BTI Whitewater Rafting.

#### Great Educational Sessions are Lined Up!

##### Keynote Sessions:

- *What Bernie Madoff Couldn't Steal From Me* by Matt Weinstein
- *Overcome Any Adversity: Discover the Power to Fly Through Obstacles and Be the Hero* by Noah Blumenthal

##### AM Concurrent Sessions:

- *Nine Member Types and Target Marketing for Associations* by Dale Paulson, Ph.D.
- *Turning Members into Advocates!* by Tom Barrett, Ph.D.

##### PM Concurrent Sessions:

- *Changing Expectations in Not-for-Profit Governance* by Jerry Jacobs, Esq.
- *The Power of Emotional Intelligence: What is It and Why Does It Matter?* by Tom Barrett, Ph.D.

For more details, see the registration materials located on our website at [www.vsaе.org](http://www.vsaе.org).

#### Register Online Today to Attend!

Room reservations can only be made through Passkey online—see links at [www.vsaе.org](http://www.vsaе.org). Deadline is April 21st!

## VSAE Board Elected at April 9th Luncheon

VSAE's Annual Business Meeting and Election of Officers was held on April 9th during the luncheon at the Sheraton Richmond West. The Nominating Committee, chaired by Sandee Levin, nominated the following slate of officers and directors for the 2010-2011 year (May 1—April 30). The membership voted unanimously to accept the slate as presented.

**Treasurer:** Stephanie Peters, CAE, President & CEO, VA Society of CPAs

**Secretary:** D. Jan Morehead, CAE, Director of Administration & Public Relations, VA Transportation Construction Alliance

**Past President:** Michael J. O'Connor, CAE, President & CEO, VA Petroleum, Convenience and Grocery Association

#### Incoming directors to serve new three-year terms are:

**Barbara Homiller, CAE**, Vice President, Better Business Bureau

**Paul R. Howe, CAE, CF**, Executive Vice President, VA Forestry Association

**Wilmer N. Stoneman, III, CAE**, Associate Director, Governmental Relations, VA Farm Bureau Federation

#### Director appointed to serve an unexpired term is:

**Mark A. Herzog, CAE**, Executive Director, VA Biotechnology Association

#### Directors continuing to serve terms are:

**Rick Bryner**, Account Executive, Norman & Associates

**Doug Gray**, Executive Director, VA Association of Health Plans

**Richard G. Johnstone, Jr.**, Executive Vice President, VA, MD, DE Association of Electric Co-ops

**Larry Land, CAE**, Director of Policy Development, VA Association of Counties

#### Associate Advisory Member Appointed by the President to serve a one-year term:

**Michele Vetter Moker**, Senior Sales Manager, OMNI Richmond Hotel

#### Officers:

**President:** Robert N. Bradshaw, Jr., MAM, President & CEO, Independent Insurance Agents of VA, Inc.

**President Elect:** Steve Akridge, Executive Director, VA Automotive Association



### UPCOMING PROGRAMS & EVENTS

#### June 4, 2010

Seminar & Lunch: "Professional Ethics: It Does Make a Difference"  
*Christopher Bauer, PhD, HSP, CFS*  
Richmond Raceway Complex

For a complete Calendar of Events visit [www.vsaе.org](http://www.vsaе.org).

# 2010 Annual Conference—The National Conference Center

**VISIT LOUDOUN**



The National Conference Center



Raspberry Falls Golf & Hunt Club



Wine Tasting at Breaux Vineyards



BTI Whitewater Rafting

**Sponsorships**

There are only a few sponsorship opportunities left. The sponsor form is available online at [www.vsaе.org](http://www.vsaе.org) under Marketing Opportunities, Advertising Kit.

The following items are currently sponsored (as of 4/07/2010):

**Golf Continental Breakfast:** The Cavalier Hotel

**Practice Range:** Newport News Marriott at City Center

**Putting Contest:** Richmond Marriott West

**Golfers Lunch:** OMNI of Virginia

**Beverage Carts:** Holiday Inn Koger Conference Center, Wyndham Virginia Crossings

**Beverage Stations:** Naylor LLC, VIRginia International Raceway & Resort

**Bag Drop:** Greater Williamsburg Chamber & Tourism Alliance

**Cigar Cart:** Williamsburg Hospitality House

**Scoreboard:** Virginia Beach Resort Hotel & Conf. Center

**Golf Holes:** Anthem Blue Cross and Blue Shield, The Boar's Head, Chesapeake

Conventions & Tourism, Colonial Williamsburg Resort Collection, Greater Richmond Convention Center, Hilton Virginia Beach Oceanfront, Loews Hotels, Lynchburg Regional CVB, Norfolk CVB, Norfolk Waterside Marriott, The Tides Inn, Westfields Marriott, Wyndham Virginia Beach Oceanfront

**Wine Tour:** Richmond Metropolitan CVB

**Wednesday Reception:** Virginia Tourism

**Thursday Breakfast:** Myrtle Beach Area CVB

**Thursday AM Coffee Break:** The Cavalier Hotel

**Thursday Lunch:** Wintergreen Resort

**Thursday PM Coffee Break:** Roanoke Valley CVB & Hotel Members

**Thursday Reception:** Jepson Alumni Center

**Installation Dinner:** Renaissance Portsmouth Hotel

**Keynote Speakers:** Virginia Beach CVB, Visit Fairfax

**Seminars:** The Cavalier Hotel, Newport News Tourism, Wilson Motivational

**Name Badges:** Hilton Richmond Hotel & Spa at Short Pump

**Registration:** DoubleTree Washington Dulles Airport Hotel

**Audio Visual:** Visual Aids Electronics

**Education Sponsor:** Powell Kohne Associates, LLC

**Host Sponsors:** The National Conference Center and Loudoun Convention & Visitors Assn.

## NCC's Top 10 List:

**Why You Should Attend the VSAE Annual Conference in Northern Virginia:**

*(Continued from last month!)*

- 5. The largest conference center in the country** is your host, showcasing Northern Virginia as an option to the state association market, always at affordable prices.
- 4. Education—What Bernie Madoff Couldn't Steal From Me** with Matt Weinstein, and *Overcome Any Adversity: Discover the Power to Fly Through Obstacles and Be the Hero* with Noah Blumenthal, plus other great educational sessions
- 3. Great Food** with The National Conference Center's Executive Chef, Craig Mason, who will be spreading his wings and showing off his cuisine creations for everyone at the VSAE conference to enjoy!
- 2. Networking** and connecting with your VSAE colleagues in a destination-inspired opening reception to be hosted by Salamander Resort, Lansdowne Resort and Visit Loudoun
- 1. Make History as VSAE heads to Northern Virginia for the first time ever!**



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## A Brave New Association World *by Dave Phillips, CAE*

The annual Technology issue of *REALTOR AE Magazine* is one of my favorites. It is exciting to see what association executives and associations are up to in the ever-changing arena of technology.

It is also a little scary to think about how cyberspace has opened up our lives and our associations to the world. Our personal privacy, much less our association's privacy, is gone. **As association executives, we are now faced with a choice: bravely embrace the new openness or bury your head in the sand and pretend that you still have the ability to control what information gets out about your association.**

A recent survey showed that almost 80% of our local REALTORS® had a smart phone, and almost half of those members used these devices to update social media. That means something that happens at your association today will instantly appear on Facebook and Twitter. We used to worry

about controlling the message that got out in the newspapers, but today we have members (and non-members) that blog about issues in the association and the industry. Sometimes bloggers and social media players get the facts correct, and sometimes they do not. Most try to publish correct information, but if they cannot easily get details from the association, they will often fill in the blanks with suspicions and fears.

Today's brave associations have decided that they must embrace this new openness of information so they can at least have the ability to engage in the conversations that members are having in social media and on blogs. **These associations have accepted that they cannot control the information, but they can have some influence by being part of the discussion.** This brave strategy is not without problems and risks, but there are also pitfalls to NOT embracing the new reality.

The scary part about deciding to participate in new media is not the risks, but the member feedback you will receive. You may have to resist the urge to shoot the messenger (social media) because the message you receive may not be what you wanted to hear. That is why it takes bravery to embrace the new openness that has been thrust upon us. **There is a lot of member insight to be gained from participating in social media, but you may not like what you learn.**

It is certainly easier and safer to avoid participating in new media. Besides, who has the time to be active on Facebook, Twitter, LinkedIn, and blogs? This is a great strategy for association executives who do not care what members think about the association. **But if you do want to know what your members care about, it is time to embrace the brave new association world of social media.**



Dave Phillips, CAE

### ABOUT THE AUTHOR:

*Dave Phillips, CAE, a member and Past President of VSAE, is Chief Executive Officer of the Charlottesville Area Association of REALTORS®. Dave is also a member of the Association Executives Committee (AEC) of the National Association of REALTORS®. Dave can be contacted at (434) 817-2393 or dave@caar.com.*

## FALL MARKETPLACE

Mark Your Calendars:

October 7, 2010

Exhibit at the  
Greater Richmond  
Convention Center

Exhibitor Prospectuses and  
Contracts can be found at  
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## EXPERTS CORNER: Talk to Your Members, Don't Just Sell to Them



Scott D. Oser

### ABOUT THE AUTHOR:

**Scott D. Oser**  
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#### Association #1:

Joe decides to join a national association. He was on their website and found that they do some things that will help him and his career, so he mails in his dues. One week passes, then two, then three, then four. Joe starts to wonder if they got his check.

About five weeks after he sent in his check, he gets a copy of the association's quarterly journal. Shortly after that, Joe starts to receive promotional emails from the association because he provided his email address on his membership application. The emails are from various staff members and are all about different things that he can purchase from the association. He can buy books or pay to attend a conference or sign up for an association branded credit card.

Over the next eight months of his membership, Joe continues to receive the journal and a monthly e-newsletter that has some editorial, but mostly news about what the association is up to and the things he can take advantage

of as a member. He also receives lots and lots of emails about why he should buy products, attend meetings or purchase other things the association provides.

Joe is now nine months into his membership, and out of the blue he receives a renewal notice in his mailbox. He knows that his membership doesn't expire for another ninety days, so he waits. Thirty days before his membership expires, he receives another renewal notice. Finally he receives another direct mail piece at the time his membership expires.

Joe thinks back to what he got for his money during the past 12 months and nothing really stands out, so he decides not to renew. He never hears from the association again.

#### Association #2:

Mary decides to join a national association. She was on their website and found that they do some things that will help her and her career, so she mails in her dues. One week after she sent in her dues she receives

an email from Fred in Membership welcoming her to the association and telling her about three things she needs to take advantage of now that she is a member. Fred also very nicely tells her that if there is ever anything she needs to contact him directly. A day later Mary gets a call from one of the Board members or the association welcoming her to the organization. The female Board member she speaks with is incredibly friendly, and also tells her to contact her if she ever needs anything.

Thirty days into her membership, Mary has already received a copy of the quarterly journal, and she receives a letter from the Executive Director of the association reminding her about some benefits that she personally would value and benefit from.

Ninety days into her membership, Mary receives a call from Fred in Membership just checking in with her to see how her membership is going and to see if she has any questions or any needs that aren't being fulfilled.

Three months later, Mary gets an email from a member of the Board. During this time she is also receiving some sales pieces, but they are not overly aggressive or too frequent.

Ninety days before her membership expires, Mary receives a direct mail piece asking her to renew. The letter is short, sweet and targeted and gets her attention. Mary knows her membership is not up for another 3 months, so she decides not to renew.

Sixty days before her membership's expiration date, Mary receives an email reminding her that her membership expires in 60 days. Mary still does not renew.

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(Continued on page 5)

## EXPERTS CORNER: Talk to Your Members... (continued)

(Continued from page 4)

Thirty days before her membership expires, Mary receives another direct mail letter which tells her of the urgency of renewing her membership if she wants to maintain the benefits she values. She decides to be risky and still not renew.

Finally, at the time her membership expires, Mary receives a letter in the mail, as well as an email, informing her that all benefits are going to cease unless she pays for her membership immediately. She still totally forgets to renew her membership, so she receives a phone call from a member reminding her that her benefits have ceased as she has not renewed. Mary finally renews her membership at this time, and within a week she receives a welcome back email from Fred in Membership.

### Which association would you have rather paid your dues to and been a member of?

I don't think there is any question that Association #2 is more likely to engage their members and retain them long-term. Here are just a few reasons why:

1. **Members like instant gratification.** Association #2 contacts new members almost immediately upon receipt of their dues payment. This is critical as it lets the new member know that their check was received while also showing them that they are important enough to deserve a quick response.
2. **Members are not important just because of their check-books.** Over time many associations get very comfortable primarily communicating with their members when they wanted them to purchase something. We all want members to pay to attend our big conferences and meetings. We all want members to purchase our publications and research studies. That said, **we cannot communicate with members only when we offer them something for purchase** or they become immune to our marketing messages, and even more importantly, may start to question if we value them as individuals or just for the money they can put in our pockets. By having a consistent stream of communications that goes far beyond suggesting things that are available for purchase, Association #2 will have more opportunities to show their members how valuable their association truly is.
3. **Not every member responds to the same method of communication.** We all have different preferences as to how we want to receive information. Personally, I like email. I know many people who like telephone, and others who still prefer direct mail. Association #2 has a much higher likelihood of their communications being received and responded to because they are not a one trick pony--**they are using multiple methods of communication.**
4. **Members like to interact with volunteers as well as staff members.** Members tend to like knowing they are being heard by staff and key volunteers. By varying who communicates with members, Association #2 is able to spread the workload across multiple people, while also allowing members to form relationships with staff and volunteers.
5. **Members sometimes forget to pay their dues, so they need to be reminded, even after their memberships have expired.** It is a proven fact that marketing membership to former members is always productive. Unlike Association #1, Association #2 does not give up on Mary even though her membership has lapsed. They give it one more try and end up bringing her back to the organization.

I realize you may be reading this thinking that you don't have the resources (financial or human) to do what Association #2 is able to do. If you are creative and smartly use the resources you do have, I am confident that you can alter your member communications strategy and end up with more engaged readers and a higher retention rate.

### March 5th Luncheon Evaluation Survey Prize Winner

#### Congratulations to Gail Phillips, CAE,

Senior Vice President of the Organization Management Group, who was the March 5th Meeting Evaluation Prize Winner.

Her prize was a Colonial Williamsburg Bottle Birdhouse and 2 Combination Tickets to Jamestown/Yorktown donated by the Greater Williamsburg Chamber & Tourism Alliance.

*Don't miss out! Submit your evaluation when received by e-mail.*

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## WELCOME NEW MEMBERS

### ASSOCIATE

**Ms. Erin Dinger**

The Boar's Head  
Charlottesville

Referred by Kathie Joseph

**Ms. Bethany Orr**

Hilton Garden Inn  
Chesapeake/Suffolk  
Suffolk

### TRANSFER

**Mr. Greg Furlong**

The Greenbrier  
Perry Hall, MD

**Ms. Julianne Jackson**

Keswick Hall at Monticello  
Keswick

**Ms. Kathie Joseph**

The Boar's Head  
Charlottesville

**Ms. Dreama Maloney**

Mimslyn Inn  
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**Ms. Cindy Moore**

The Sanderling Resort & Spa  
Duck, NC

**Ms. Kelly Morris**

DoubleTree Hotel  
Charlottesville  
Charlottesville

## The Perfect Storm *by Bob Ramsey and Erin Filarecki*

What occurred in Norfolk, Virginia on November 11-15, 2009, during the 30<sup>th</sup> Annual Virginia Office of Emergency Medical Services Symposium, truly could not have happened to a more suitable group of people.

As a nor'easter brewed off the coast of Virginia, nearly 1,800 people trained in the field of emergency medicine were checking in at the downtown Norfolk Waterside Marriott for the Office of Emergency Medical Services (OEMS) Symposium. They didn't anticipate what would happen and that this would be one of the most memorable conferences to date.

The mission statement of the OEMS is, according to their website, "to reduce death and disability resulting from sudden or serious injury and illness in the Commonwealth through planning and development of a comprehensive, coordinated statewide emergency medical services (EMS) system; and provision of other technical assistance and support to enable the EMS community to provide the highest quality emergency medical care possible to those in need."

While the nor'easter, dubbed "The Perfect Storm," slowly approached Norfolk, classes were being held at the OEMS Symposium to enable attendees to expand their knowledge on topics such as capnography, pancreatic trauma, diabetes and the use of new media in EMS.

At the storm's peak, wind speeds in Norfolk reached 75 mph. The area suffered a sizeable amount of damage including hundreds of downed trees, power outages in thousands of homes in the region and flooding. Hundreds of people were evacuated from low-lying areas and streets, and offices and schools were closed for days.

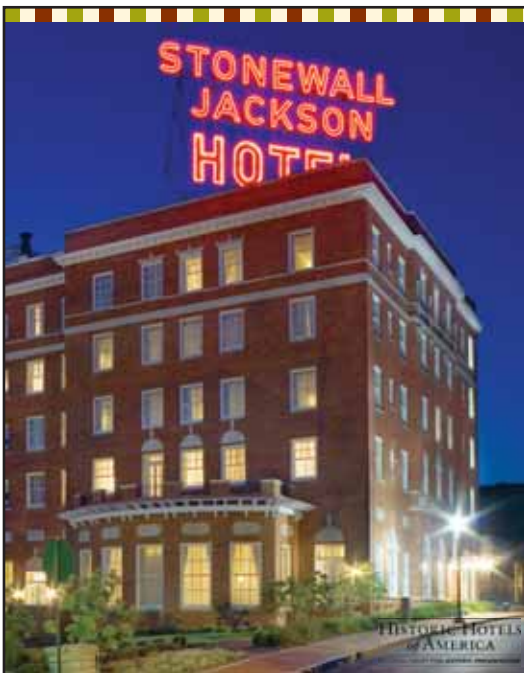
Luckily for the Marriott, they were hosting this special group of people with a unique attitude toward inconveniences during disasters. Naturally, there was a disruption in the services the Marriott usually provides. However, both the Marriott and the OEMS Symposium attendees remained optimistic, and realized this disaster actually happened at the "perfect"

time at the "perfect" hotel with the "perfect" group of people!

"For three days this storm stalled right over Norfolk," said Dave Phillips, resident manager of the Norfolk Waterside Marriott. "There were numerous road closings making it impossible to get to the hotel. We were fortunate many of our staff made it to work, especially our housekeepers and security team. Our staff treats the hotel the same way they treat their own home, and many of our employees have been here since we opened in 1991. Our sales staff was waiting on tables as everyone pitched in to do what was needed to serve our large OEMS group. We had a back-up plan for everything. My biggest fear was losing power, so I purchased, but didn't need, 600 glow sticks just in case. From past experience, we knew it would be important to have the backup generator power the pumps to lift water to the top of the hotel. This way if we lost power, guests could at least shower and use the toilet."

When it looked like the storm might seriously disrupt the Symposium, Jim Nogle, OEMS Emergency Operations Manager, quickly assembled his trained disaster response team in our staff room and developed "what if" plans to protect the safety of the attendees.

*(Continued on page 7)*



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## March 3rd Seminar Evaluation Survey Prize Winner

**Congratulations to  
D. Walton, Jr.,**

Executive Director of the VA  
Telecommunications Industry Assn.,  
who was the March 3rd Meeting  
Evaluation Prize Winner.  
His prize was an overnight stay with  
breakfast for two at the Williamsburg  
Hospitality House Hotel &  
Conference Center.

*Don't miss out! Submit your evaluation  
when received by e-mail.*

**Gary W. Brown  
Receives 2010  
John R. Dufour  
Lifetime Professional  
Achievement Award**



*Gary W. Brown, CHME*

**Mr. Gary W. Brown, CHME,** Director, National Accounts at The Venetian/Palazzo, has been awarded the 2010 Virginia Association of Hospitality Sales & Meeting Professionals (VHSMP) John R. Dufour Lifetime Professional Achievement Award.

Gary accepted the award during the VHSMP Annual Educational Conference at The Jefferson Hotel on Monday, March 22, 2010.

The John R. Dufour Lifetime Professional Achievement Award was created to recognize an individual who possesses dedication to the hospitality industry, integrity, honesty, professionalism, leadership, and compassion. Nominated by his peers as a recognized and respected professional in the hospitality industry, Mr. Brown was chosen to receive this award by the VHSMP Board of Directors.

## The Perfect Storm (continued)

"When the water rose and covered the roads in and out of our parking lot, we developed a quick message for all those who would not be able to leave the hotel, and went class to class making that announcement. Although only 14 commuting attendees were affected and stayed the night in the hotel, we had no other safety issues impacting our attendees," said Bob Ramsey, CAE, President of Ramsey Management Group and event planner for the past 20 years for the OEMS Symposium.

"I'm the luckiest meeting planner alive to have this client trained in handling emergencies," said Ramsey. He went on to say that, "EMS providers are so easy to work with. To them, a cold cup of coffee isn't the end of the world like it is for other clients. Believe it or not, we only had 76 no-shows out of the 1,800 registrants, and we only cancelled 4 of our 250 classes. One of the classes cancelled because the equipment the instructor planned on using during the class was needed during the storm."

"It's our job to deal with the unexpected, and we are trained to respond in all kinds of weather and conditions, so the 'perfect storm' that hit Norfolk during our annual event was no big deal," said Gary Brown, director of the Virginia Office of Emergency Medical Services and sponsor of the OEMS Symposium. "When the tones go off in a rescue squad building, our EMS providers go out the door not knowing exactly what they will find. It is ironic that as the Symposium grew in size, we applied our Incident Command Structure to better manage the logistics, operations and executed a system. We were organized to expect and handle the unexpected."

"As an event planner, the biggest lesson I learned was how important it is to have a disaster plan in place, and actually going through the 'what if' scenarios: what if the hotel loses power; what if the

attendees can't leave the hotel? This exercise allowed us to set in motion solutions, even if many of them weren't needed. It also doesn't hurt to have disaster professionals as your clients," said Ramsey.

### ABOUT THE AUTHORS:

*Bob Ramsey, CAE is a VSAE member and Director of Dealer Services for the Virginia Automobile Dealers Association. Bob may be contacted at [bramsey@vada.com](mailto:bramsey@vada.com).*

*Erin Filarecki is Media Relations Manager for the Norfolk CVB. Erin can be reached at [efilarecki@norfolkcvb.com](mailto:efilarecki@norfolkcvb.com).*

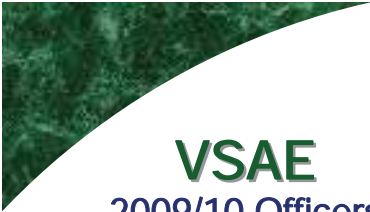
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## AROUND THE COMMONWEALTH



### Barrack Earns 2nd Doctorate

Dr. Randy Dean Barrack, Executive Director and CEO of the VA Association of Secondary School Principals, has recently earned his second doctorate. This Ph.D. from VCU is in public policy and administration with a concentration in nongovernmental organizations. His first doctorate was earned in educational leadership at the University of Virginia in 1982. Congratulations, Randy!

### Chunn Welcomes Baby Boy

Ryan Chunn, Sales Manager at the Richmond Marriott West, announces the birth of his firstborn son, Major Ryan Chunn, on March 18th. Both Major and Ryan's wife Amanda Lee-Ann are doing well. Congratulations, Ryan and Amanda Lee-Ann!

### Finley & Hawkins Launch 2nd Annual Grand Tour of Virginia

Charlie Finley, CAE, President of Verbatim Editing, and Barry Hawkins, Executive Director of the VA Hospitality & Travel Association, have combined efforts with the Virginia Tourism Corp. to produce Virginia's 2nd Annual Grand Tour of Virginia, featuring the 75th Anniversary of the Blue Ridge Parkway. The 7 month, self-guided motorcycle trip kicked off on April 10th in Roanoke with stops at 82 sponsors all around Virginia. Many thanks to the VSAE members who have donated prizes and sponsorships. Way to go, Charlie and Barry!

### Mountain Lake Certified Green

Anita Hines, Director of Sales, announces that the Mountain Lake Conservancy & Hotel is now a certified member of Go Green NRV (New River Valley), and is implementing a Sustainability Plan to take their current green standards to a higher level. Mountain Lake Conservancy & Hotel is also a designated Virginia Green Business.

### Renaissance Portsmouth Team Assists Foodbank

Abigail Shorter, Sales Manager, announces that the Renaissance Portsmouth Team (including herself) have built a sales blitz into an outreach program by inviting their clients to donate food for the Foodbank of Southeastern Virginia. In return for their donations, the Renaissance Portsmouth Hotel delivered a St. Patrick's Day Breakfast for the office that collected the most food. The Renaissance Portsmouth collected 1,312 lbs. of food + \$100 to supply 1,349 meals to the hungry throughout the Hampton Roads Area. Way to go, Abigail and Renaissance Portsmouth!

### VA Beach CVB Receives 8th M&C Gold Service Award

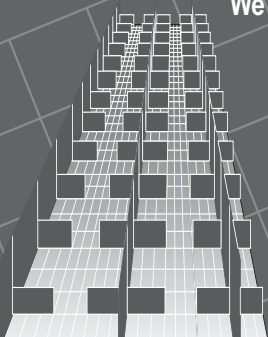
*Meetings & Conventions* has recently awarded the Virginia Beach Convention & Visitors Bureau with the 2009 Gold Service Award. This is the 8th time that the Virginia Beach CVB has been selected as a recipient since 1999, including each of the last 6 years. They were judged on their ability to provide superior assistance to meeting planners in hotel and site inspections, ground transportation planning, guidance on local attractions, liaison with local vendors and services and overall professionalism of staff. Congratulations, Sally Noona and the Virginia Beach CVB!

### Wilson Honored as Woman Business Leader

Dr. Marta C. Wilson, CEO of TSI—Transformation Systems, Inc., was recently recognized by the *Washington Business Journal* as one of 25 women business leaders in the region who have grown their own organization while serving extensively to fight hunger, support non-profit organizations, and motivate business leaders to regroup for success in economic hard times. Congratulations, Marta!

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