

# IDEAS THAT WORK



Advocacy | Communications | Leadership | Meetings



— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

2018 ANNUAL CONFERENCE  
MAY 6-8, 2018

HILTON NORFOLK THE MAIN

**6+**  
Hours  
CAE Credit!

# IDEAS THAT WORK

2018 ANNUAL CONFERENCE

## Conference Agenda

### Sunday, May 6

10:00 a.m. – 4:00 p.m.

**Association Leadership Virginia**

**Pre-Conference Activities:**

*details on back page*

11:00 a.m. – 4:00 p.m.

▶ **Nauticus & the Battleship Wisconsin**

▶ **Norfolk Brewery Tour**

12:00 – 4:00 p.m.

▶ **Norfolk Tides Baseball Game**

4:00 – 6:00 p.m.

**Registration Open**

6:00 – 7:30 p.m.

**Opening Reception**

*Sheraton Norfolk Waterside*

7:30 – 9:00 p.m.

**Dine Around Town** (on your own)

### Monday, May 7

6:00 – 7:00 a.m.

**Yoga Wake Up**

6:00 – 7:00 a.m.

**5K Fun Run**

8:30 – 10:00 a.m.

**Breakfast & Opening Keynote:**

**Get What You Want With What You've Got!**

Christine Cashen\*

*description to the right*

10:00 – 10:15 a.m.

**Networking Break**

10:15 – 11:30 a.m.

**BREAKOUT SESSIONS**

*descriptions on next page*

▶ **ADVOCACY: #FreeTheMimosa: How**

Grassroots Advocacy Changed Hundred-Year-Old Blue Laws

▶ **COMMUNICATIONS: Google Analytics in a Nutshell**

▶ **LEADERSHIP: Be Bold. Be Vulnerable. Be Mindful.**

▶ **MEETINGS: Alternative Learning Formats: Avoiding Death by Panels**

12:00 – 1:30 p.m.

**Lunch and Board Installation**

1:45 – 3:00 p.m.

**BREAKOUT SESSIONS**

*descriptions on next page*

▶ **ADVOCACY: Seeking Consensus, Mediation, and Negotiation Skills for Association Executives**

▶ **COMMUNICATIONS: Rethinking Membership Communications**

▶ **LEADERSHIP: Who Has Time To Lead?**

▶ **MEETINGS: Create Mobile Experiences That Drive Member Engagement**

3:00 – 3:15 p.m.

**Networking Break**

3:15 – 4:00 p.m.

**IGNITE Sessions**

*description on next page*

4:00 – 5:30 p.m.

**Shared Interest Group (SIG) meetings**

6:00 – 6:30 p.m.

**Emerging Association**

**Professionals (EAP) Reception**

*invitation only*

6:00 – 6:30 p.m.

**President's Reception**

*invitation only*

6:30 – 9:00 p.m.

**Reception & Dinner**

### Tuesday, May 8

8:00 – 9:30 a.m.

**Breakfast and Shared Interest Group (SIG) meetings**

9:45 – 11:00 a.m.

**Closing Session Keynote:**

**The Game-Winning 3: A Roadmap for Professional & Personal Development**

Dave Davlin\*

*description to the right*

1:00 – 5:30 p.m.

**Golf at Riverfront Golf Club**

*details on back page*

## Keynotes



**Christine Cashen\***

*Professional Speaker  
A Dynamic Speaker, Inc.*

### Get What You Want With What You've Got!

Join the campaign to stop global whining—because it's dangerously contagious. Life is too full of opportunity to waste energy on complaining. Be part of the solution, not part of the problem. You have what it takes right now to make a difference in your personal and professional life.

We are all given what we need to succeed and Christine will help you put those skills to the best use. This program will help you:

- ▶ Communicate effectively with all different personality styles.
- ▶ Create a better day with more energy and time.
- ▶ Discover how to have less stress and more fun.

Take charge of what you can change today. You'll leave feeling charged up, motivated, and excited to get back to it.



**Dave Davlin\***

*Professional Speaker  
DTD Communications*

### The Game-Winning 3: A Roadmap for Professional & Personal Development

Success can be defined in its simplest form as making life better for someone else. Whether it comes in creating a better product, helping to relieve someone's stress or pain, bringing someone laughter or joy, or helping someone get more out of their life, success is always about serving.

This presentation is an hour of interaction, humor, and audience participation mixed with a powerful message. It is a roller coaster ride of emotion that will find the audience lavishing one moment and brought to tears the next.

**\*Provided courtesy of  
Powell Kohne Associates, LLC.**



Download and install VSAE's mobile app to enhance your conference experience. The app is designed to help you navigate the conference, connect with other attendees, and engage on social media. To download the app to your phone or tablet, search "Eventsential" from your phone's app store. Open Eventsential app and search for VSAE. Tap "VSAE – Annual Conference."

# Breakout Sessions & Speakers

## MORNING

## AFTERNOON

### ADVOCACY

#### #FreeTheMimosa: How Grassroots Advocacy Changed Hundred-Year-Old Blue Laws

Jeff Tippett | Founder, Targeted Persuasion

Using the successful and popular North Carolina "Brunch Bill" campaign as the case study, this breakout session offers a deep dive into how to shape public opinion and engage to action covering topics like: messaging and imagery, websites and petitions, calls to action, email marketing, testing and running social media, engaging press, and positioning your association to lead within your space. Participants will leave with skills and resources to begin using public opinion to shape policy decisions for their association members.

#### Seeking Consensus, Mediation and Negotiation Skills for Association Executives

Mark Rubin | Executive Director, VA Center for Consensus

When everyone takes a position and holds on to it for dear life, is agreement possible? It is. This program will provide association executives approaches, ideas, and tools to avoid an impasse and gain consensus. Whether you are negotiating internally with members, volunteer leaders, government regulators, or legislators, the skills learned in this session will be key to your future success. The session will cover listening techniques, negotiating strategies, and mediation, including specifics on public policy issues.



JEFF TIPPETT



MARK RUBIN

### COMMUNICATIONS

#### Google Analytics in a Nutshell

Jason Moreau | Owner/Instructor, Mind The Metrics

According to Google, about 90 percent of websites have Google Analytics installed, but only 30 percent of people actually log in to look at their analytics dashboard. Of that 30 percent, most people don't know what they're doing. In this presentation, you will learn the basics of Google Analytics. This is not a course for tech experts, but for marketers who want to understand how to interpret their data. You will learn to better connect with your membership base and identify which marketing initiatives are really working.

#### Rethinking Membership Communications

JJ. White | Executive Director, Dale Carnegie

Communicating with members and getting your message out is never easy. Association emails typically have an open-rate of around 30 percent, which means 70 percent are *not* reading your emails. How do you get your message heard? What's the right channel for your audience? This highly interactive session will help you try to find answers to these questions. Hear from colleagues who have had success breaking through the clutter, then learn from fellow attendees in a facilitated conversation about how to get your message to your members, to your industry, and to your intended audience.



JASON MOREAU



JJ WHITE

### LEADERSHIP

#### Be Bold. Be Vulnerable. Be Mindful.

Rose Markey | Sr. Learning & Development Consultant, Univ. of VA

Vulnerability is not a term often associated with leadership yet being vulnerable can be a key asset to leadership. This breakout session will examine the four myths of vulnerability and discuss how practicing vulnerability makes you a better leader. Attendees will learn strategies to rationally respond to stressful situations, and practice applying self-compassion. Take a bold step, be a little vulnerable, attend this session, and learn how to be a better leader.

#### Who Has Time To Lead?

Dave Phillips, CAE | VP of Industry Relations, realtor.com

In today's fast-paced world, leaders struggle to find the time to lead. The attention span of Americans is down to 7 seconds and that means your members and your employees are harder than ever to lead. Learning about the three leadership gifts discussed in Phillips' book, *Time to Lead*, will create time for you and change your organization.



ROSE MARKEY



DAVE PHILLIPS

### MEETINGS

#### Alternative Learning Formats: Avoiding Death by Panels

Kristin Clarke, CAE | Consultant, Clarke Association Content  
Rhea Blanken, FASAE | President, Results Technology  
Frank Gainer | Conf. Dir., American Occupational Therapy Assn.

While panels dominate the education formats at many association conferences, they can often be a yawnfest. Open your mind and let three experienced session designers immerse you in at least one alternative format firsthand, while also sharing creative formats adopted by others. Among the cool formats covered will be speed soloing, networking salons, fly-on-the-wall, walking for wisdom, vending machine learning, and much more. The session will also include stories on format failures, and engaging introverts and ultra-experienced members. Even the most panel-loving groups will find something new to try in the name of learning.

#### Create Mobile Experiences That Drive Member Engagement

Lauren A. Wolfe | Manager, Integrated Marketing & Comm.

Associations are continually evolving and embracing technology in the race for relevance. Your members expect more than ever before. What happens after a big event when your members go home? Do the conversation and engagement end? Associations are leveraging mobile technology to extend member engagement year-round. Each success story is unique and offers perspective on using technology to connect on a deeper level. Hear association success stories about how you can be empowered to create dynamic experiences that keep members coming back to you for content and ways to connect.



KRISTIN CLARKE



RHEA BLANKEN



FRANK GAINER

#### What Are IGNITE Sessions?

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



LAUREN WOLFE

VISIT [vsae.org/annual](http://vsae.org/annual)

CALL (804) 747-4971

EMAIL [info@vsae.org](mailto:info@vsae.org)

6+ HOURS!



# IDEAS THAT WORK

2018 ANNUAL CONFERENCE  
HILTON NORFOLK THE MAIN  
MAY 6-8, 2018

## Conference Registration

	Paid by April 6	Paid after April 6
Member .....	\$190	\$220
Non-Member .....	\$220	\$250
Spouse/Guest* .....	\$165	\$195

*\*Must accompany a full member registration.*

Your registration fee includes:

- ✓ All educational sessions.
- ✓ Two receptions.
- ✓ Breakfast, lunch, and dinner on Monday and breakfast on Tuesday.
- ✓ Opening and Closing Keynotes.

To receive the Early Bird discounted rate, register and pay by **Friday, April 6** using the enclosed registration form or by registering online at [vsae.org/annual](http://vsae.org/annual).

All rates are subject to applicable state and county taxes as well as occupancy fees. **Deadline for room reservations is Monday, April 16, 2018.** After this deadline, rooms are on a space and rate available basis. See registration form for additional information.

## Pre- and Post-Conference Activities

Registrations are limited. Activities require additional fees—see registration form. All activities include lunch.



Sunday, 11:00 a.m. – 4:00 p.m.

### Nauticus & the USS Wisconsin Battleship (BB-64)

Explore the USS Wisconsin Battleship, the largest and last battleship ever built by the U.S. Navy, during a guided private tour of areas not available to the general public. After the tour, explore Nauticus, an exciting interactive science and technology center featuring hands-on exhibits, HD and 3-D films on a giant screen, sharks, the Hampton Roads Naval Museum, and more.



Sunday, 11:00 – 4:00 p.m.

### Norfolk Brewery Tour

The tour will stop first at O'Connor Brewing Co., a mighty yet humble craft brewery located in the historic Ghent neighborhood. After O'Connor's, head to Smartmouth Brewing Co. in Norfolk's Chelsea District. Since 2012, Smartmouth has helped shape the Hampton Roads craft beer scene with unique styles, quality ingredients and an emphasis on flavor over flash. Tour includes transportation.



Sunday, 12:00 – 4:00 p.m.

### Norfolk Tides Baseball Game

Join colleagues for an afternoon baseball game along the Norfolk Waterfront as the Norfolk Tides play the Louisville Bats. The Norfolk Tides are a minor league baseball team in the Triple-A International League. As an affiliate team of the Baltimore Orioles, the Tides play at Harbor Park. The game starts at 1:00 p.m. and will include food and beverages of your choice.



Tuesday, 1:00 – 5:30 p.m.

### Golf at Riverfront Golf Club

Join colleagues for an afternoon on the links. Designer Tom Doak sculpted the beautiful layout of Riverfront Golf Club to take full advantage of the local natural beauty. It is a magnificent waterfront golf design. Tees are typically at ground level, the fairways are generally wide and friendly, and chipping areas are plentiful. Large deep bunkers combined with undulating greens make shot-making crucial.

## Hotel Accommodations



**Hilton Norfolk The Main**  
100 E. Main Street  
Norfolk, VA 23510  
(757) 763-6200

Reservations can be made online at  
[vsae.org/annual](http://vsae.org/annual)

or by calling  
**(757) 763-6200**

Executive members+ .....\$145  
Associate members/guests.....\$164

+There are a limited number of complimentary accommodations for **Monday, May 7**, for Executive members only. First come, first served. Credit applies at hotel checkout.

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

NAME \_\_\_\_\_ ASSOCIATION/COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ TELEPHONE \_\_\_\_\_ MOBILE \_\_\_\_\_

EMAIL \_\_\_\_\_

EMERGENCY CONTACT \_\_\_\_\_ RELATIONSHIP \_\_\_\_\_ CONTACT NUMBER \_\_\_\_\_

### ACCOMMODATIONS:

Hotel reservations can be made online at [vsae.org/annual](http://vsae.org/annual) or by calling Hilton Norfolk The Main at (757) 763-6200. Ask for the VSAE Conference rate and identify yourself as an executive (\$145) or an associate (\$164). **Rates will be available until Monday, April 16.** Monday night's complimentary rooms for executives are based upon availability. Check-in will be available at 4:00 p.m., and check-out will be 11:00 a.m.

- All registrations must be prepaid prior to the conference. Refunds will be made on the following scale: up to March 23—less a \$25 administrative fee, from March 24 to April 6—75% of fees, from April 7 to 14—50% of fees. No refunds will be made after April 14. Substitutions are welcome at any time.
- Only members or a designated replacement may register at the member rate. Others from the company must register as non-members.
- Please register online, make copies of this form for additional registrants, or obtain a form from [vsae.org/annual](http://vsae.org/annual).

### REGISTRATION

	EARLY BIRD (Paid by April 6)	REGULAR (Paid after April 6)	QUANTITY	TOTAL
Member .....	\$190	\$220	<input type="text"/>	<input type="text"/>
Non-Member .....	\$220	\$250	<input type="text"/>	<input type="text"/>
Spouse/Guest* .....	\$165	\$195	<input type="text"/>	<input type="text"/>

### ACTIVITIES

<b>Nauticus</b>	VSAE member .....	\$40	\$55	<input type="text"/>	<input type="text"/>
	VSAE non-member .....	\$55	\$70	<input type="text"/>	<input type="text"/>
<b>Baseball</b>	VSAE member .....	\$40	\$55	<input type="text"/>	<input type="text"/>
	VSAE non-member .....	\$55	\$70	<input type="text"/>	<input type="text"/>
<b>Brewery</b>	VSAE member .....	\$40	\$55	<input type="text"/>	<input type="text"/>
	VSAE non-member .....	\$55	\$70	<input type="text"/>	<input type="text"/>
<b>Golf</b>	VSAE member .....	\$45	\$60	<input type="text"/>	<input type="text"/>
	VSAE non-member .....	\$60	\$75	<input type="text"/>	<input type="text"/>

### RAFFLE TICKETS

1 for \$10, 3 for \$20, 9 for \$50, or 20 for \$100

\*Must accompany a full registration.

**TOTAL AMOUNT ENCLOSED**

**YOU WILL BE SENT AN EMAIL TO MAKE YOUR EDUCATION SESSION CHOICES AFTER YOUR REGISTRATION IS PROCESSED.**

- I  will /  will not attend the Sunday Opening Reception (6:00–7:30 p.m.)  
 I  will /  will not attend the Monday night Reception & Dinner (6:30–9:00 p.m.)  
 I  will /  will not attend the Tuesday Breakfast (8:00–9:30 a.m.)

FOOD ALLERGIES \_\_\_\_\_

SPOUSE / GUEST NAME \_\_\_\_\_

**CROWD RELEASE:** By registering to attend and by your presence, you consent to be photographed, filmed, and/or otherwise recorded. Your registration constitutes your consent to such photography, filming, and/or recording and to any use, in any and all media throughout the universe in perpetuity, of your appearance, voice, and name for any purpose whatsoever in connection with this VSAE event.

**REGISTER ONLINE WITH YOUR CREDIT CARD AT [VSAE.ORG/ANNUAL](http://vsae.org/annual) OR RETURN THIS FORM WITH A CHECK PAYABLE TO VSAE.**

FAX (804) 747-5022

CALL (804) 747-4971

EMAIL [info@vsae.org](mailto:info@vsae.org)

MAIL 2924 Emerywood Parkway, Suite 202  
Richmond, VA 23294

# IDEAS THAT WORK 2018 ANNUAL CONFERENCE HILTON NORFOLK THE MAIN MAY 6-8, 2018

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