

# 2020 | VSAE ANNUAL CONFERENCE



May 3–5, 2020

Colonial Williamsburg Hotels  
Williamsburg Lodge

[vsae.org/annual](https://vsae.org/annual)

[#vsaeAC20](https://twitter.com/vsaeAC20)

6+  
Hours  
CAE Credit!



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

## CONFERENCE AGENDA

### Sunday, May 3

12:00 – 4:00 p.m.	<b>Pre-conference activities</b> <i>Descriptions on brochure insert and on mobile app.</i>
4:00 – 6:00 p.m.	<b>Registration Open</b>
5:30 – 6:00 p.m.	<b>New Member and First-Time Attendee Meetup</b>
6:00 – 7:30 p.m.	<b>Opening Reception</b>
7:30 p.m.	<b>Dinner on your own</b> <i>Early reservations is highly encouraged. See link on website for options.</i>

### Monday, May 4

6:30 – 7:30 a.m.	<b>Yoga Wake Up</b>
7:30 a.m. – 5:00 p.m.	<b>Registration Open</b>
8:15 – 9:00 a.m.	<b>Breakfast Buffet</b>
9:00 – 10:15 a.m.	<b>MORNING PROGRAM AND OPENING KEYNOTE</b> <i>Juanita McDowell* &gt;</i> <b>MAXIMIZING COMMUNICATION FOR ASSOCIATION LEADERS</b> 1.00 CAE Credit
10:15 – 10:30 a.m.	<b>Networking Break</b>
10:30 – 11:45 a.m.	<b>BREAKOUT SESSIONS</b> <i>Descriptions on next page. 1.25 CAE Credit</i> <ul style="list-style-type: none"> <li>● Grow and Sustain Your Organization with Data and Intel</li> <li>● Less Doing, More Living: Productivity Tools for CEOs</li> <li>● Listen, Lead – Building Stronger Member Relationships Through Communication &amp; Listening</li> <li>● Market Disruptions</li> </ul>
12:00 – 1:00 p.m.	<b>Lunch and Board Installation</b>
1:00 – 1:45 p.m.	<b>IGNITE Sessions</b> Fast-paced, five-minute attendee presentations with topics ranging from personal to professional. Learn more at <a href="http://vsae.org/ignite">vsae.org/ignite</a>
1:45 – 2:00 p.m.	<b>Networking Break</b>
2:00 – 3:30 p.m.	<b>BREAKOUT SESSIONS</b> <i>Descriptions on next page. 1.25 CAE Credit</i> <ul style="list-style-type: none"> <li>● Five Factors to Make Your Organization More Sustainable and Scalable</li> <li>● #MeToo at Your Meetings: How to Stop &amp; Prevent Harassment and Bullying</li> <li>● Reversing the Trend: Reimagining Membership Recruitment and Retention</li> </ul>
3:30 – 3:45 p.m.	<b>Networking Break</b>
3:45 – 4:45 p.m.	<b>SHARED INTEREST GROUP (SIG) MEETINGS</b> 1.00 CAE Credit
5:30 – 6:15 p.m.	<b>President's Reception</b> <i>By invitation only.</i>
6:15 – 7:15 p.m.	<b>Reception</b>
7:15 – 10:00 p.m.	<b>Dinner, Dessert, and Entertainment</b>

### Tuesday, May 5

8:30 – 9:30 a.m.	<b>Breakfast Buffet</b>
9:30 – 10:45 a.m.	<b>BREAKOUT SESSIONS</b> <i>Descriptions on next page. 1.25 CAE Credit</i> <ul style="list-style-type: none"> <li>● Association Ethics: Navigating Murky Waters</li> <li>● Building a Competency-Based Board</li> <li>● Don't Overlook the Obvious: Safety and Site Selection</li> </ul>
10:45 – 11:00 a.m.	<b>Networking Break</b>
11:00 a.m. – noon	<b>CLOSING KEYNOTE</b> <i>Marcus Sheridan* &gt;</i> <b>THE DIGITAL CONSUMER: HOW TODAY'S BUYER HAS CHANGED AND WHAT YOUR BUSINESS MUST DO ABOUT IT</b> 0.75 CAE Credit

## KEYNOTES



### JUANITA McDOWELL\*

#### Maximizing Communication for Association Leaders

Effective communication doesn't happen by accident. From sharing your culture and vision to addressing issues that creep up within your organization, there are many nuances to communicating as a leader. This session will provide ten tips to strengthen your association by improving your communication with staff members.

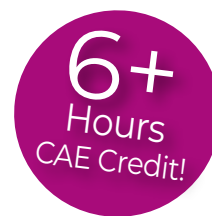


### MARCUS SHERIDAN\*

#### The Digital Consumer: How Today's Buyer Has Changed and What Your Business Must Do About It

More than any other time in the last 100 years, the buyer of today has made a dramatic shift in the way they make purchasing decisions. Unfortunately, many companies haven't adapted to this shift and are not prepared for the continual evolution of this "digital consumer." Marcus Sheridan brings clarity to the way buyers have changed and exactly what companies must do to not only align themselves with this shift, but take advantage of the digital age as well.

\*Provided courtesy of Powell Kohne Associates, LLC.



## BREAKOUT SESSIONS & SPEAKERS

### Monday Morning 10:30 – 11:45 a.m. 1.25 CAE Credit

#### GROW AND SUSTAIN YOUR ORGANIZATION WITH DATA AND INTEL | *Juanita McDowell\**

Most people agree that the key to success involves finding the right people, at the right time, with the right message. But how do you go about it? In this session, you will learn how to find insider information about prospective members, donors, and partners that will enable you to generate meaningful connections and grow your organization. You will also learn how to gather intel you never thought possible on people and companies important to your organization.

#### LESS DOING, MORE LIVING: PRODUCTIVITY TOOLS FOR CEOS | *Scot McRoberts, MPA, IOM*

In this session, Scot will introduce you to tools and techniques that can help executives clear the clutter from their minds and their desks. Expect to discuss email, delegation and tech tools that automate mindless tasks. Hands-on demos and discussion will give participants immediate results.

#### LISTEN, LEAD – BUILDING STRONGER MEMBER RELATIONSHIPS THROUGH COMMUNICATION & LISTENING | *Kiki L'Italien*

Successful brands, institutions, and movements count on five essential elements to make stronger connections with people. In this session, Kiki shares what you need to know in order to build a lasting, successful, trust-based community built for today's noisy, skeptical, and overwhelmed environment.

#### MARKET DISRUPTIONS | *Scott Wayne*

This session distinguishes between product innovation (the creation of new products) and market innovation (the creation of new markets) and examines the role that negotiation techniques play in each. The audience is guided through common negotiation tools and how they can be deployed to generate new insights and concepts, pitch executives, and manage stakeholders.

### Monday Afternoon 2:00 – 3:30 p.m. 1.25 CAE Credit

#### FIVE FACTORS TO MAKE YOUR ORGANIZATION MORE SUSTAINABLE AND SCALABLE | *Lori Ruffin*

In this session, we will outline five key areas that every organization must master if they want to be more scalable and sustainable, know what questions to ask to assess your organization in each area, and learn specific action items to strengthen the areas discussed in the session.

#### #METOO AT YOUR MEETINGS: HOW TO STOP & PREVENT HARASSMENT AND BULLYING | *Dr. Sherry Marts*

Are you wondering what you'd do if one of your attendees told you they'd been harassed, or worse? Is it difficult to even imagine that this happens at your meetings? Come learn the three steps that will help you stop and prevent harassment at your meetings.

#### REVERSING THE TREND: REIMAGINING MEMBERSHIP RECRUITMENT AND RETENTION | *Andrew Smith*

This interactive session will share several real-world case studies of how successful digital marketing and social media strategies helped associations reverse the trend of declining membership growth and low levels of membership retention.

### Tuesday Morning 9:39 – 10:45 a.m. 1.25 CAE Credit

#### ASSOCIATION ETHICS: NAVIGATING MURKY WATERS | *Blake Hegeman, Esq.*

This session will focus on association ethics in a comprehensive manner. Blake will explain the ethical obligations association volunteers and employees owe to their organizations; whether a Code of Ethics should be considered for your organization; and how to avoid common, but serious pitfalls in existing association ethics codes. Blake will conduct a lively question and answer session to address those burning questions you have always had about gray areas in association management.

#### BUILDING A COMPETENCY-BASED BOARD | *Karen Silberman and Dr. Ray Tuck, Jr.*

A key element of a successful association is committed leaders with the background and business acumen to meet the challenges inherent in leading a 21st century organization. This session will explore how to build and maintain a competency-based board. You'll receive templates and resources that you can implement within your organization immediately.

#### DON'T OVERLOOK THE OBVIOUS: SAFETY AND SITE SELECTION | *Alan Kleinfeld*

There are ways a venue can help in your safety plan to keep you, your staff, your stakeholders, and your attendees safer. This session offers points and takeaways on how to conduct a site visit from a safety and security perspective.



BLAKE HEGEMAN



KIKI L'ITALIEN



ALAN KLEINFELD



SHERRY MARTS



SCOT MCROBERTS



LORI RUFFIN



KAREN SILBERMAN



ANDREW SMITH



RAY TUCK



SCOTT WAYNE

REGISTER AT [VSAE.ORG/ANNUAL](https://vsaе.org/annual)

## CONFERENCE REGISTRATION

	Paid by April 3	Paid April 4–26	Paid after April 26
<b>VSAE MEMBER</b>	\$220	\$250	\$280
<b>NON-MEMBER</b>	\$250	\$280	\$310
<b>SPOUSE/GUEST**</b>	\$185	\$215	\$245

\*\*Spouse/guest registration must accompany a full member registration.

### Your registration fee includes

- All educational sessions (over 6 hours of CAE credit)
- Sunday night reception
- Monday night reception
- All meals on Monday
- Tuesday breakfast
- Opening and closing keynote sessions

### Spouse/guest registration fee includes

- Sunday night reception
- Monday night reception
- Monday dinner
- Tuesday breakfast

**REGISTER AT [VSAE.ORG/ANNUAL](https://www.vsaebiz.org/annual)**



## HOTEL ACCOMMODATIONS

Williamsburg Lodge, 310 S. England Street, Williamsburg, VA 23185

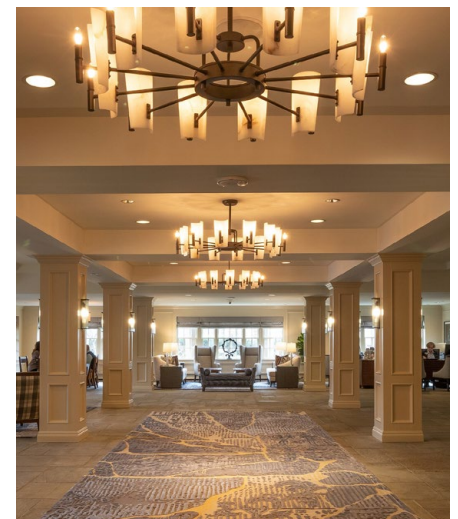
Reservation links located at  
**[VSAE.ORG/ANNUAL](https://www.vsaebiz.org/annual)**

or call  
**(800) 261-9530**

**VSAE EXECUTIVE MEMBERS\*\*\*** \$149

**VSAE ASSOCIATE MEMBERS** \$169

If calling, ask for the VSAE Conference rate and identify yourself as an Executive or an Associate. All rates are subject to applicable state and county taxes as well as occupancy fees. Deadline for room reservations is **Thursday, April 2, 2020**. After this deadline, rooms are on a space and rate available basis. \*\*\*There are a limited number of complimentary accommodations for Monday, May 4, for **Executive** members only. First come, first served. **A Sunday night stay is required to receive the complimentary Monday night accommodations.** Credit applies at hotel check-out. **Check-in is 4:00 p.m. and check-out is 11:00 am.**



# PRE-CONFERENCE ACTIVITIES

ALL PRE-CONFERENCE ACTIVITIES ARE ON SUNDAY, MAY 3. Registrations are limited. Activities require additional fees—see table below. **ALL ACTIVITIES INCLUDE LUNCH.** Check-in 15 minutes prior to scheduled activity.

	VSAE MEMBER Paid by April 3	VSAE MEMBER Paid After April 3	NON-MEMBER Paid by April 3	NON-MEMBER Paid After April 3
NATURE WALK AT BASSETT HALL	\$40	\$55	\$55	\$70
WALKING TOUR OF HISTORIC AREA	\$45	\$60	\$60	\$75
GOLF THE GOLDEN HORSESHOE GOLD COURSE	\$80	\$95	\$95	\$110



## NATURE WALK AT BASSETT HALL

12:00 – 3:00 P.M.

Join our volunteer Master Naturalist Guides for a guided nature walk along the Bassett Trace Nature Trail. The Bassett Woodlands are home to a diverse collection of native plants and is a birding “hot spot” with over 40 bird species that can be observed seasonally. There will be a discussion about the flora and fauna to be seen along the trail as well as a discussion of the history of the area. Hikers may want to take advantage of the entire 1.4 mile trail which ends at the Golden Horseshoe Green Course Clubhouse, where a box lunch will be served. Participants may walk back or enjoy a complimentary shuttle.



## WALKING TOUR OF HISTORIC AREA

12:00 – 3:00 P.M.

Enjoy a guided walking tour of the Historic Area of Colonial Williamsburg. The 18th century comes to life through the men, women, free, enslaved, gentry, and tradespeople you will meet at government sites, their homes, and historic trade shops. Go ahead, ask them questions! Then enjoy a boxed lunch under the arbors outside at Chownings Beer Garden located at the Historic Chownings Tavern. One drink ticket for beer or wine will be included per person. Participants must be 21+ years of age.



## GOLF THE GOLDEN HORSESHOE GOLD COURSE

12:00 – 5:00 P.M.

Recently renovated by “the Open Doctor” Rees Jones, the Gold Course carries the design philosophy of creator Robert Trent Jones Sr. forward for today’s golfer. The Gold Course now features the latest in modern turf grasses, new grass on the fairways, greens, and surrounding roughs, and utilizes “Better Billy Bunker” construction to improve the drainage, look, and playability of bunkers. Tees have been re-leveled, resurfaced, and reimagined, and the expansion of the practice putting green and range gives golfers plenty of opportunity to work on their long and short games. Each of the Gold Course’s four par 3s presents a visually exciting challenge, and is uniquely memorable in its own right.

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

## QUESTIONS?

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

CALL (804) 747-4971



DETAILED PRE-CONFERENCE ACTIVITY DESCRIPTIONS ARE AVAILABLE ON THE OFFICIAL VSAE MOBILE APP, **ENGAGEFULLY.**

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## GOLD



## SILVER

