

MARCH 2016

WOW!

Awesome.

Amazing!

Inspiring!

SLAM-DUNK SECRETS TO PACK THE HOUSE AND COMMUNICATION SECRETS TO BUILD TRUST

Do your members wait until the last minute to RSVP for events? Do you struggle proving the ROI on your events? Would you like to engage a broader audience at your events? If yes, then our April seminar is for you! Join us on Friday, April 1 for Meredith Oliver's presentation, **Find Your Fan Factor: 10 Slam Dunk Secrets to Pack the House at Your Next Event** at the Richmond Marriott Short Pump.

At this seminar you will learn how to get your members' attention, resulting in better event attendance and engagement. Learn how to sell the value of attending events and how to create a multi-channel event marketing strategy on a shoe-string budget.

At lunch, Meredith will present **#NoFilter: 3 Communication Secrets to Build High-Trust Relationships with Your Fans**. Packed with funny examples of pop culture communication #epicfails, you will learn how to refresh your communications skills and ensure you are earning your fans trust and loyalty. Learn the factors that have contributed to an age of skepticism and how you can overcome them. Put down your smartphones and get ready to listen, laugh, and learn how to communicate effectively in a world with #nofilter.

Meredith Oliver, CSP, MIRM is an award-winning sales and marketing strategist. She is a professional speaker, consultant and founder of Meredith Communications, a digital marketing agency in Raleigh, N.C.



REGISTER NOW FOR ANNUAL CONFERENCE

Registration is now open for the 2016 VSAE Annual Conference, **Today's Leaders, Tomorrow's Solutions**, May 1-3, at the Westfields Marriott Washington Dulles in Fairfax County, Va. The focus for this year's conference is equipping leaders with the solutions to tomorrow's challenges, with content focused on helping you grow professionally.



The conference offers over 6 hours of CAE qualified education. Here's a peak at some of that content.

OPENING KEYNOTE—CANDACE BERTOTTI:

Crucial Conversations: Tools for Talking When Stakes are High. Organizations mired in mediocre results can generally count on a predictable and correctable root cause: their employees are either not willing or not able to bring up

CONTINUED ON PAGE 4

NEXT EVENT

APRIL MONTHLY LUNCHEON & SEMINAR

Friday, April 1
Richmond Marriott Short Pump

SCHEDULE

Registration 8:00 a.m.

Seminar 8:30–11:00 a.m.

FIND YOUR FAN FACTOR: 10 SLAM DUNK SECRETS TO PACK THE HOUSE AT YOUR NEXT EVENT

Meredith Oliver, CSP, MIRM
Meredith Communications

Reception 11:00–11:45 a.m.

Luncheon 11:45 a.m.–1:15 p.m.

#NOFILTER: 3 COMMUNICATION SECRETS TO BUILD HIGH-TRUST RELATIONSHIPS WITH YOUR FANS

Meredith Oliver, CSP, MIRM
Meredith Communications

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

UPCOMING EVENTS

SIG | Meeting Planner

March 17
Emergency Plan Workshop #3
Medical Society of Virginia

SIG | Senior Staff

March 25
Topic: Business Book Discussion:
*Essentialism: The Disciplined
Pursuit of Less* by Greg McKeown
IIAV offices

VSAE Annual Conference

May 1–3

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ORIENTATION SHOULD STRESS GOVERNANCE

While most boards receive an orientation, there is diversity in the content, delivery, and frequency.

There is even debate as to whether the process is for new leaders or if the entire board should be included.¹

At one association I noticed that when orientation began the seasoned board members left for the lounge—leaving the new directors to be briefed by staff. It was a missed opportunity for the seasoned leaders to share their knowledge.

Orientation is not simply a “test drive” or a familiarization tour for new directors. The primary purpose is to share information and discuss governance.

Annual Orientation

Orientation should be conducted annually. An orientation can be held in as little as 90 minutes. Some groups schedule a half day or add team building activities for a day.

In addition to providing information, it doubles as an opportunity to document in meeting minutes that volunteers received the governing documents and were briefed on policies, such as confidentiality, who speaks for the organization, antitrust avoidance, and disclosure of conflicts of interest.

The importance of training is amplified by the IRS query on Form 990 about disclosing conflicts, as well as the FTC opinion that trade associations should have a measure of antitrust avoidance in place. Noting such lessons in the minutes could bolster a defense if a director, staff, or the board were under investigation for antitrust violations.

Governance Messaging

Plan the orientation to cover four areas:

1. about the organization
2. director roles
3. risk awareness
4. strategic direction

When communicating director responsibilities be sure to include these governance concepts:

- Directors are trustees responsible for the corporation (not just volunteers at a table).
- Fiduciary duties do not reference only



- finances but more importantly the legal principles of care, obedience, and loyalty.
- Directors should be intimate with the budget and conversant about resources.
- The governing documents are critical to read and understand: articles of incorporation, bylaws, and policies.
- Volunteer immunity protects the board if they work within the governing documents; D & O ² liability insurance covers the legal defense of the board.
- The board sets the direction—staff implements the decisions of the board. Directors are not installed for micromanagement nor “snoopervisory” roles.
- Directors do not comment on performance of staff; the relationship with employees is through the executive director. Utilize an organizational chart to show channels of communication and lines of authority.
- The board does not do committee work at the board table.
- Board liaisons attending committee meetings should not usurp the authority of the committee chair; staff liaisons to committees should be positioned as resources, not secretaries.
- The mission statement should frame nearly every discussion.

- Board minutes are not a newsletter for members but rather a document to protect the board.
- The appropriate place for discourse is inside the boardroom, not in the parking lot after the meeting or through an email campaign initiated by an upset director.

Conducting Board Training

Orientation should be a skillset of the executive director. If the CEO seeks help in communicating responsibilities, rely on a lawyer, CPA, or experienced executive.

In summary, orientation should be conducted annually with the entire board participating. The process imparts knowledge and protects the organization when documented through minutes and policy. Directors must have access to all the governing documents.

¹ Plus committee chairs and future leaders.

² Directors and Officers Insurance

ABOUT THE AUTHOR

Bob Harris, CAE provides free governance tips and templates at nonprofitcenter.com and facilitates strategic planning on board orientation. He can be reached at bob@rchcae.com



TODAY'S LEADERS | TOMORROW'S SOLUTIONS

2016 ANNUAL CONFERENCE | WESTFIELDS MARRIOTT WASHINGTON DULLES

SUNDAY, MAY 1–TUESDAY, MAY 3, 2016

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controversial, high-stakes issues and handle these discussions well.

Crucial Conversations teaches individuals and teams how to willingly and effectively surface and discuss ideas in a way that leads to virtually everyone buying into the decisions—creating broad alignment, maximizing synergy, and ensuring commitment to the best ideas.

■ CLOSING KEYNOTE—MEAGAN JOHNSON:



Zip the Generational Gap!

In this highly charged, participatory presentation, Meagan outlines the dominant generational forces in the workplace and how each generation's "generational signposts" drive motivation, influence company loyalty, and delivery of customer service. Meagan will deliver a roadmap that will enable members to tackle their specific generational challenges. You'll laugh while acquiring tools you can use immediately to improve your multi-generational relationships with members, co-workers, and in your every day personal life.

BREAKOUT SESSIONS:

■ Crucial Conversations: A Deeper Dive



Candace Bertotti. After the keynote presentation, take a deeper dive into the Crucial Conversations material with VSAE's keynote speaker.

During this more interactive session, attendees can learn details about what it takes to have the conversations necessary to reach consensus decision making in your office and for your association.

■ The Six Rs of Association Thrivability



Jeff De Cagna. Associations are feeling the relentless impact of accelerating societal transformation. The critical question is how to harness those forces to build 21st century organizations. In Part I, you will learn why relevance is a distraction

from the deeper challenges associations face today and in the years ahead. You will begin exploring The Association Thrivability Framework. (To prepare for both Part I and Part II, please watch the online presentation at <http://pinnovat.es/sixto thrive>.)

■ The Six Rs of Association Thrivability,

Part II *Jeff De Cagna.* In Part II, you will continue exploring The Association Thrivability Framework and discuss how you can apply the framework to your association's work this year.

■ The Basics of Non-Profit Financial Management



Monique Ford, CPA. This workshop will cover the basics of what every manager should know about good financial management practices in a non-profit organization through sharing of ideas and knowledge from the speaker and the attendees. Discussion will focus primarily on the budgeting process, financial reporting for both your internal and external customers, and sources of non-dues revenue. Attendees will have a better appreciation for the importance of budgeting and financial reporting and how to implement them in their organizations.

■ Advanced Financial Management for Non-Profit Organizations

Monique Ford, CPA. This fast-paced workshop will delve more deeply into more complex financial

management topics that every CEO, COO, and CFO should know to run an effective non-profit organization. Topics will include reserves—how much is enough?, ways to manage and mitigate risk, responsibilities and liabilities of board members, and association law. Attendees will have a better understanding of key topics that impact their day-to-day duties as non-profit executives.

■ A Discussion of Best Practices from Leading Association Government



Affairs Executives *Jim Clarke, CAE; Diana Deem; Eric Dell, Esq.; and Greg Knopp, CAE.* During this session several national association government affairs executives will share best practices for advocating for your members. Hear about successful grassroots campaigns on both the legislative and regulatory fronts, powerful "lobby the hill day" events, and how to get the most out of managing a PAC. If advocacy is important to you and your members, you will not want to miss this session. This moderated session will include time for questions and answers so you can learn from the nation's experts.



SHARE YOUR EXPERTISE!

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 at this year's conference. Learn more at vsae.org/ignite.



PRE-CONFERENCE ACTIVITIES

THREE WAYS TO ENJOY SUNDAY, MAY 1

The Winery at Bull Run



Enjoy a leisurely Sunday afternoon, including a delicious buffet luncheon, at The Winery at Bull Run, located on a sloping bluff overlooking Manassas Battlefield National Park. Following lunch, you will sample several of their award-winning wines, and then tour the grounds and the winery facilities. Top off the afternoon enjoying a glass of your favorite vintage in a rocking chair on the porch, overlooking the splendid Fairfax County countryside.

The Steven F. Udvar-Hazy Center of the Smithsonian National Air and Space Museum



Begin with a delicious buffet luncheon, served at The Winery at Bull Run. Then board a luxury motorcoach for a tour of the Steven F. Udvar-Hazy Center of the Smithsonian National Air and Space Museum, located at Washington Dulles International Airport. You can select a private, docent-led tour, or wander among the hundreds of historic aircraft and spacecraft on your own at one of the world's leading aviation museums. Many of the museum's artifacts are world-famous, including the space shuttle Discovery, the Enola Gay, and the SR-71 Blackbird, the world's fastest spy plane.

Golf at Westfields Golf Club



Carved through natural wetlands, rolling hills, and majestic beech and oak trees, Westfields Golf Club offers golfers a setting that is virtually free from distraction. This Fred Couples design is fun and accessible for the novice, yet challenging and thought-provoking for the experienced golfer. Come try your hand at a round of 18 with fellow association executives, friends, and colleagues.



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Virginia Business Magazine
Virginia Tourism Corporation
Visit Loudoun

MEMBER SPOTLIGHT

Katie Frazier
President, VA Agribusiness Council

What do you wish to accomplish while serving on VSAE's board?

I hope that I can provide a voice for some of the newer, emerging association execs who are beginning careers leading their organizations.

Who have been mentors and/or role models in your life/career?

Both of my parents have been my role models through my life. My dad treats every person with the utmost respect and approaches life with passion. My mom is an expert in balancing being a woman of faith and compassion but leading with determination and a lot of honesty, both in her career and personal life.

Also, my predecessor in my current role (and my first boss) Donna Pugh Johnson who hired me straight from college and taught me all about associations and lobbying and how to do your job with pride. She was by far one of the most dedicated and effective people that I've worked with—and I still have her on speed dial when I need her!

What do you enjoy doing in your time away from work?

Running. I try to run at least 5 half-marathons a year to keep my sanity. Cooking, baking (I run so I can eat cookies), and beer tasting with my husband, Eric. Spending time with my son, Palmer, preferably doing something outside or helping him create a new "invention."

What's on your music playlist?

An odd mix of Old Crow Medicine Show, lots of contemporary Christian artists, and some classic country, thanks to my husband's influence.

What sports/teams do you root for?

Virginia Tech (go Hokies!), Washington Nationals baseball, & Daytona 500 winner, Denny Hamlin.

What was the last great piece of advice you received?

On a running blog, they suggested that instead of focusing on the height and length of the hill you are conquering, instead you should *lean in, dig deep, and say to yourself "I've got the grit to get this done."* I'm trying to do that now with every "hill" I face in my life...lean in, dig deep, and talk myself through it!

What advice would you give your younger self?

Slow down and stop trying to solve it all "right now." Sometimes things take time to get to the point where change can happen and you just can't rush some actions or decisions.



LEGISLATIVE ALERT

With VSAE's support, House Bill 234 (HB 234) has been approved by both the House and Senate. It is now headed to the governor's desk for approval.

This good governance bill allows boards in Virginia to operate more efficiently and at the speed of business in the 21st century, yet do so in a way that protects differing opinions and prevents rogue actors.

Specific talking points on the legislation are included below.

HB 234 TALKING POINTS

- Good governance bill. It strengthens Virginia's electronic voting provisions.
- Provides for more efficient board operations by allowing electronic voting by majority.
- Protects differing opinions by allowing any one board member to call a meeting to discuss an issue.
- Protects against rogue actions by requiring the entire board be notified of any action.

Current code.

- Electronic voting is allowed, though decisions must be made by a unanimous vote of members of the board.
- Creates undue burden on decision making that is not present with decisions made during meetings.

This bill.

- Provides for decisions to be made electronically with a quorum or majority of board members voting, whichever number is larger.
- All board members must be notified of the decision.
- Any one board member can object and call for a meeting to discuss.

VSAE encourages you to join us in support of this bill. If you have any questions, please call Brandon at (804) 249-2234 or write him at brandon@vsae.org.



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ANNUAL BUSINESS MEETING AND BOARD ELECTION

The Nominating Committee, chaired by Immediate Past President **Richard Johnstone, Jr.** and the Board of Directors, nominate the following slate of officers and directors for the 2016-2017 year (May 1–April 30).

The slate includes the following.

PRESIDENT:

Barbara Homiller, MBA, CAE, Senior Vice President, Better Business Bureau Serving Central Virginia

PRESIDENT ELECT:

Scot McRoberts, MPA, IOM, Executive Director, VA Council of CEOs

TREASURER:

Ray Mattes, III, CAE, President & CEO, Retail Alliance

SECRETARY:

Duront "D" Walton, Jr., CAE, Executive Director, VA Telecommunications Industry Association

IMMEDIATE PAST PRESIDENT:

Wilmer Stoneman, III, CAE, Associate Director, Government Relations, VA Farm Bureau Federation



VOTE FOR YOUR OFFICERS AND DIRECTORS ON **APRIL 1**

Katie Frazier, President, VA Agribusiness Council to begin her first three year term.

Courtney Fleming, Vice President, Education & Training/Communications, VA Bankers Association; and **Steven Williams**, Partner, Hardiman-Williams, LLC to serve additional three year terms.

Maureen Dingus, CAE, Chief Operations Officer, VA Society of CPAs; **Phyllis Errico, JD, CAE**, General Counsel, VA Association of Counties; **Nancy Israel, MPA**, Executive Director, American Council of Engineering Companies of VA; **Ray LaMura**, President, VA Cable Telecommunications Association; **Danny Mitchell AAI**, Vice President of Business Development, Independent Insurance Agents of Virginia; and **Gail Phillips, CAE**, Senior Vice President, Organization Management Group

to continue serving the remainder of their current terms.

Additional candidates for the offices to be filled (except President and Past President) may be placed on the ballot with a petition signed by at least 10 percent of the members eligible to vote. The petition shall be filed with the Secretary at least one week before the election. The Secretary shall send notice of such additional nominations to all members eligible to vote before the election.

Vote on the VSAE 2016-2017 slate of officers and directors at the Annual Business Meeting and Board Election, held on April 1 at the April Monthly Luncheon & Seminar at the Richmond Marriott Short Pump.



HEALTH CARE CORNER

The continued rise in health insurance premiums has caused many employers to reduce their employer premium contributions for their employees. It is wise for employers to pre-tax their employee's premium share for themselves as well as their dependents. However, the IRS requires employers to have section 125 Premium Only Plan ("POP") in place in order to properly pre-tax these premiums. Please contact me with any questions.

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Monty Dise,
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Served on Gov. Kaine's Access
to Healthcare Committee and
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Reform Initiative Advisory Panel

Bylaws are easy to overlook but essential for an association's legal standing, and they're a good opportunity to ensure your governance structure fits your mission.

Although it might not be the document most commonly on the minds of association directors, officers, or staff, bylaws are the backbone of governance for associations. When associations need to consult their bylaws, such as during a membership dispute or amid concern about an errant director, they are often surprised to find that the bylaws are outdated, do not conform to the law, or do not reflect the organization's current practices.

Regular bylaw reviews are key to ensure both that the association is compliant with the law and that the bylaws reflect enough flexibility to accommodate the manner in which the association operates today.

1 Understand your state's non-profit corporation law.

A non-profit corporation is governed by the statute in place in its state of incorporation, regardless of where the organization is located. So, a state's non-profit corporation statute supersedes any provision of the organization's bylaws. That statute will contain default rules for areas that the bylaws might not address, such as the minimum number needed for a quorum for a director or member vote. It will also contain prohibitions, such as not permitting directors to vote by proxy.

Associations, the vast majority of which are organized as non-profit corporations, should review the default provisions in their state's non-profit corporation statute and determine if they want to override any provisions via a specific provision in their bylaws. (For example, an association might wish to establish a lower quorum for a membership vote.) Associations also need to be sure that their bylaws do not permit practices that are prohibited by statute. Because non-profit corporation statutes vary from state to state, it is important when drafting new bylaws to review the relevant state requirements. Don't simply use another association's bylaws as a starting point.

2 Make sure your bylaws are consistent with other regulatory documents.

Double-check bylaws for both internal and external consistency, keeping in line with



Tips for Reviewing Your Association's Bylaws

the articles of incorporation, the state's non-profit corporation statute, and any policy or governance manual. If your association is governed or licensed by another state agency, such as a state department of education or department of banking, other state laws might provide additional mandatory bylaw provisions for your organization.

3 Address all foreseeable scenarios.

Bylaws sometimes will contain a provision about removing a board member but lack a provision covering how that position then gets filled. Take the time to carefully walk through all the what-if scenarios.

4 Populate your bylaw committee with an accurate cross-section of your association.

A bylaw committee is one of the most common ways associations conduct the bylaw review and amendment process. If the bylaw committee does not represent a full cross-section of your organization's membership or constituency, there may be opposition when the bylaws are sent to the full membership for approval (for non-profits with voting members) or to the full board of directors. By creating a bylaw committee that fully reflects your association's population, you are less likely to run into this problem, and you will have more success vetting potential issues early on in the process.

5 Get legal advice.

A legal adviser will be able to spot inconsistencies and potential problems. Try

to coordinate with legal counsel from the beginning of your process, not after all of the committee's work has been done.

6 Create bylaws that reflect the appropriate political climate of your association.

Bylaws should reflect the appropriate balance of power among the members (if there are members), the board of directors, and the executive committee (or other bodies within the organization's governance structure, such as a house of delegates, key committees, or other structures). Some newer non-profit corporation statutes allow for more flexible governance arrangements, such as the creation of "designated bodies," which provide another option for spreading out the balance of power. Designated bodies, which hold some, but not all, of the power of members or boards of directors, can be particularly helpful in more parliamentary-style organizations. Depending on the state in which your association is incorporated, there could be several options for the disbursement of governance responsibilities; carefully weigh all available options.

7 Keep your bylaws current.

Associations frequently inherit bylaws that have been patched together over time, ending up with antiquated bylaws that are not appropriate for how the organization functions today. Sometimes the best solution is to scrap the original and start over, using a good, proven model provided by legal counsel or others.

8 Keep your bylaws flexible.

The association may not function in the future the way it functions today. Building flexibility into the bylaws, such as including a range for the exact number of board members and allowing the board to designate additional officers not named in the bylaws, can help the organization move forward. Bylaws should provide an outline of the governance structure but also allow flexibility.

9 Reserve the details for policies.

Some details are more appropriately placed in board-approved policies rather than in the bylaws. These often include items such as membership criteria, membership dues determinations, and committee operations. It also is helpful to place all board-approved policies into a single physical or electronic policy manual. Bylaws generally should be a

relatively concise and easy-to-navigate document that will not need regular amendment.

10 Ensure that your purposes clause reflects your association today.

This is foremost a federal tax-exemption matter. The IRS generally will refer, among other things, to the purposes clause in a tax-exempt organization's articles of incorporation to determine what is a related activity and what is unrelated. Most associations also have a purposes clause near the beginning of their bylaws; many times that clause will differ from the purposes clause in the articles of incorporation, the latter of which is controlling. The two clauses should be fully consistent, so an association might want to include a clause in the bylaws which simply refers to the purposes clause as written in the articles of incorporation. In addition, the purposes clause in the articles of incorporation should be reviewed. A clause drafted 30 or more years ago may not accurately or fully reflect your organization today.

11 Closely review the meeting and voting procedures for members and directors.

Here is where we commonly see bylaw provisions that are inconsistent with the governing state law. Associations should closely review how members (if there are voting members) and directors are permitted to meet and vote under the relevant state law. Keep in mind that many state non-profit corporation statutes do not allow directors to vote by proxy and instead require a director to attend the meeting in person or via telephone to be counted as present at the meeting for purposes of quorum and voting. Also, though the trend is certainly changing, some state non-profit corporation statutes still do not allow members to vote outside a meeting unless by unanimous written consent (with the written approval of all members); even for the many state statutes that do permit member voting by email, sometimes specific procedures or prerequisites are prescribed.

12 Look at committee composition. Some state non-profit corporation statutes are very specific as to who can serve on a board committee and how they may be appointed. For example, the District of Columbia and several states require that "committees of the board" only be made up of directors and that those committee members must be appointed by at least a majority of all directors in office (as opposed to a majority of those directors present

Regular bylaw reviews are key to ensure the association is compliant with the law.

at a meeting at which a quorum is present, which often can be a lesser number). This requirement applies to those committees exercising the power of the board, such as an executive committee or an audit committee. In these jurisdictions, other committees not exercising the power of the board, such as fundraising committees or nominating committees, can have committee members who are not directors.

13 Pay attention to the approval process.

For organizations with voting members, amendments to the bylaws will almost always require member approval. Approval also may be required by the Board of Directors. Many times,

written notice of the proposed amendments will be required to be given a certain number of days in advance of the meeting. It is important to note the required timeline at the beginning of the process, so that your association does not go through the entire bylaw review process only to realize it will be another year before the required membership approval can be obtained.

14 Do not make your bylaws too difficult to amend.

Some bylaws may require that amendments be approved by a two-thirds vote of the membership (for associations with voting members), or contain other burdensome requirements for approval. Create a bylaw amendment provision and process that is not overly difficult to execute and that is appropriate for the history, culture, and politics of your association.

15 Keep a pulse on the bylaws.

Some associations maintain a standing bylaws committee. Other associations place the bylaws as an agenda item at each annual meeting of the Board of Directors. But well-drafted bylaws should be flexible enough to not require regular amendment. Constant deliberation over bylaws is unhealthy, unproductive, and diverts attention from the more pressing business and issues facing the association.

ABOUT THE AUTHOR

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Holiday Inn Tanglewood
Roanoke

Laura Stringfellow
Westfields Marriott
Washington Dulles
Chantilly

Hazel Wong
Kaufman & Canoles, P.C.
Richmond

EXHIBIT AT THE 2016 EXPO

Plan now to exhibit at one of VSAE's largest events of the year. The Educational Symposium & Expo attracts not only VSAE association executives, but also social, corporate, and government meeting planners. The event will be held **Thursday, October 6, 2016** at the **Greater Richmond Convention Center**.

All exhibitor contracts received and paid for on or before **Friday, May 13** will save \$50 off the following registration fees.

Front Entrance Booths

Members: \$980

Non-members: \$1090

Corner/Premium Booths

Members: \$930

Non-members: \$1040

Aisle Booths

Members: \$880

Non-members: \$990

For more information, write Tracie at tracie@vsae.org or call her at (804) 249-2244.

THANK YOU TO OUR 2016 PARTNERS

PRESIDENT'S CLUB

Colonial Williamsburg Hotels
Hilton Norfolk The Main
James River Audio Visual Services
Kingsmill Resort
Westfields Marriott
Washington Dulles
Virginia Beach CVB

BENEFACTOR

Greater Richmond
Convention Center
Hilton Richmond Hotel &
Spa at Short Pump
Norfolk Waterside Marriott
Virginia Beach Resort Hotel &
Conference Center

SUPPORTER

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Hilton Virginia Beach Oceanfront
The Hotel Roanoke &
Conference Center
Renaissance Portsmouth-Norfolk
Waterfront Hotel
Roanoke Valley CVB
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PARTNER HIGHLIGHT:

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ACCOMMODATIONS

Unwind in one of the 295 spacious guest rooms or suites that has modern amenities such as Wi-Fi access and 37-inch HDTVs. Swim in the large indoor/outdoor swimming pool, and relax in the beautiful poolside courtyard.

Start your morning off right with a large buffet in the Harvest Grille. Try delicious pub fare and bespoke cocktails at Pitcher's in the afternoon, or surf the web while sipping coffee in the Williamsburg Café. The hotel also offers a 24-hour fitness center. With something for everyone, DoubleTree provides exceptional guest services and a welcoming environment.

MEETING & EVENT SPACE

When it comes to all of life's celebrations, look to DoubleTree by Hilton Williamsburg to provide helpful special event planning tools and welcoming accommodations for your gathering. With 48,000 square feet of meeting space, it is one of the largest convention spaces in the Williamsburg area. Choose from an auditorium, amphitheater and/or 30 additional meeting rooms for your conference or board meeting. A 24-hour business center and on-site audio-visual support makes business easy at this hotel. The 13,300 square foot Presidents Ballroom also offers an idyllic setting for large conferences and tradeshow. Professional event service managers and an award-winning culinary team ensure

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every event runs smoothly. Their event planning resources can help you book the right event venue, secure guest accommodations, manage guest lists and more.

BEYOND THE HOTEL

Discover diverse cultural, historical, and family-friendly attractions close to DoubleTree by Hilton Williamsburg. Step outside the front entrance and grab the hotel shuttle directly to Busch Gardens. The hotel is the closest full-service hotel to Busch Gardens and Water Country USA. History buffs will love Colonial Williamsburg, as well as historic Jamestown and Yorktown, or

just a drive on scenic Colonial parkway. Enjoy a round of golf on one of Williamsburg's world-famous courses, or visit The College of William & Mary. Explore shops and dining options just a short drive away, including the Premium Outlets shopping mall and New Town.

CONTACT:

Lucy Pearson, Sales Manager
(757) 259-5620

Lucy.Pearson@interstatehotels.com
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AROUND THE COMMONWEALTH



Virginia Forestry Association Executive Director **Paul Howe** is now serving on the American Forest Foundation National Public Affairs Committee.

Courtney Wydra is now Director of Sales and Marketing at Wyndham Virginia Beach Oceanfront.

Catapult, Inc. is pleased to make two announcements: **Anj McClain** is their new Director of Operations. **Kevin Bayes** joined the team as an Account Manager and will be working with the National Speakers Association and the American Society of Landscape Architects.

The Hotel Roanoke & Conference Center has announced it joined Curio – A Collection by Hilton as the brand's first hotel in Virginia on February 28.

Dean Lynch, CAE was recently selected to be Executive Director of the VA Association of Counties effective July 1, 2016. Lynch is succeeding **Jim Campbell, CAE**, who is retiring after 26 years in the position.

AAA has awarded the following VSAE Associate members the Four Diamond Award:

Boar's Head

Hilton Richmond Hotel & Spa/Short Pump

Keswick Hall

Kingsmill Resort

The Omni Homestead Resort

The Westin Richmond

Salamander Resort & Spa

The Tides Inn

Wyndham Virginia Crossings Hotel & Conference Center

AAA has awarded the following VSAE Associate member restaurants the Four Diamond Award:

Fossett's Restaurant, Keswick Hall

Harrimans, Salamander Resort & Spa

Lemaire Restaurant, The Jefferson

Old Mill Room, Boar's Head

Salacia, Hilton Virginia Beach Oceanfront

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Content, layout, and design

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First of each month

Advertising Space
Contact the VSAE office for additional information

Art Deadline
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MEMBERS ON THE MOVE

Cindy Bennett is now Director of National Sales with The Greenbrier.

Ryan Schilling is now Sales Manager at The Jefferson Hotel.



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