

JUNE / JULY 2016

SIG-A-PALOOZA!

Come join fellow VSAE members for a regular monthly breakfast meeting. After breakfast, stick around and join one of the Shared Interest Groups (SIGs). VSAE's SIGs are a great way to learn from fellow association executives about the issues keeping you up at night. These member-led groups are organized around areas of interest and offer a forum for you to discuss what matters most to you. The following are the current active SIGs.

CURRENT ACTIVE SIGS

Association Management Companies

For executives of firms that provide management and specialized administrative services to trade associations and professional societies.

Senior Staff

For executives who deal with organization wide issues like strategic planning, staff management, and organization culture.

Emerging Association Professionals

For executives to support and advocate for the next generation of association leaders.

Large Association CEOs

For CEOs of associations with six or more employees; discussion topics include staff

development, board relations, legislative issues, technology, and association resources.

Meeting Planner

For association professionals who are responsible for meeting planning within their organizations.

Membership (Executive members only)

For executives responsible for or involved in membership acquisition and retention for their organizations.

Small Association CEOs

For CEOs of associations with five or fewer employees; discussion topics include staff development, board relations, legislative issues, technology, and association resources.

Interested in starting another Shared Interest Group?
Call Brandon to learn how, (804) 249-2234.



EDUCATIONAL SYMPOSIUM & EXPO

October 6, 2016
Greater Richmond Convention Center

REGISTRATION BROCHURE ENCLOSED

DON'T MISS IT!

SIG-A-PALOOZA! August 11

Wyndham Virginia Crossings

8:00-8:30 a.m.	Registration/ Reception
8:30-9:45 a.m.	Breakfast
10:00-11:30 a.m.	SIG Meetings

Register online at
vsae.org

UPCOMING EVENTS

AMC Retreat

July 11-12
Renaissance Portsmouth-Norfolk
Waterfront Hotel
vsae.org/AMCRetreat

Meeting Planner Summit

August 29-30
Embassy Suites Hampton
vsae.org/Summit

Monthly Luncheon & Seminar

September 9
Richmond Marriott Downtown
(Registration opens in August)

CEO & Senior Staff Retreat

September 19-20
Kingsmill Resort
vsae.org/CEORetreat

Educational Symposium & Expo

October 6
Greater Richmond
Convention Center
vsae.org/Expo

Check out all events at
vsae.org/upcoming-events.



PURSU HAPPINESS

IN THE FORM OF EXTRAORDINARY MEETINGS

We know what makes you happy, and it's not just basic venues and comfortable beds. We offer three conference hotels, 67,000 square feet of meeting space, exceptional dining, a world-class spa, championship golf – and a Revolutionary City to explore! Of course, our great everyday benefits and amenities will also make you happy, like no hidden resort fees, complimentary self-parking, free Wi-Fi, and no food or beverage minimums.

To request a proposal, contact Matt Polansky at (757) 220-7463 or mpolansky@cwf.org

Colonial Williamsburg

MEETINGS & CONFERENCES

colonialwilliamsburg.com/meetings

NEW DEPARTMENT OF LABOR RULING TO AFFECT ASSOCIATIONS



On May 18, the Department of Labor released its final ruling on new overtime requirements for employers, including non-profits and associations. The rule, which will be effective December 1, significantly increases the minimum salary level for “white collar” employees to qualify as exempt from overtime pay requirements from \$23,660 to \$47,476. The rule will not affect hourly or other non-exempt workers, who already are eligible for overtime pay. Additionally, the final rule includes a mechanism for automatically updating the salary threshold every three years beginning in 2020.

VSAE has been a part of ASAE’s efforts to oppose this higher threshold including sending a delegation to Washington to lobby Congress during the 2016 American Associations Day on the Hill.

Links to more information from ASAE including links to FAQs from the Department of Labor, guidance from legal counsel, and a link to contact your federal legislators can be found on VSAE’s website at vsae.org/DOL.

IMPORTANT FACTS

- Goes into effect Thursday, December 1, 2016.
- All employees making less than \$47,476 must be paid overtime.
- Does not affect hourly workers.
- To be exempt from overtime requirement, employees must meet all of the following:
 - ✓ Make more than \$47,476 annually.
 - ✓ Must be salaried.
 - ✓ Must perform “exempt” duties as defined by the Department of Labor.

VSAE BOARD SETS 2017–2020 DIRECTION AT RETREAT

by Barbara Homiller, CAE, President

Armed with extensive data from our members, your Board of Directors met for a day and a half in May to draft a strategic vision for VSAE’s future. We are grateful to VSAE members **Carol Smith** and **Sandy Minskoff** at Airlie Conference Center in Warrenton for their generous hosting of the retreat. The peaceful environment allowed us to focus exclusively on how to move our members’ visions into action. The guidance of John Sarvay and Lesley Bruno of Floricane was invaluable in helping us sort through the material and identify key concepts to move VSAE forward. Our thanks go out to all members who took time to tell us about your visions, satisfactions, and concerns for VSAE.

What we learned from your survey answers was gratifying. Members generally view VSAE



Board members strategizing on how to better serve members.

as “warm, welcoming, and fun.” They want to be part of VSAE to learn from experts and from each other and to develop relationships with peers. For the most part we are united across generations, experience, and business focus in what we identify as the value we receive from membership.

With a goal of being responsive to our members’ feedback, we identified three recurring themes which will set the strategic vision moving forward.

- Engaging membership in meaningful ways.
- Serving the association community.
- Building association leaders for the future.

Our last few hours of the retreat were focused on exploring and evaluating specific action steps to advance goals in each of these three areas. This work will continue throughout the summer. With Floricane’s assistance, we will identify specific initiatives that will

keep VSAE’s vision current within the context of the three themes.

We are excited about VSAE’s future and look forward to reporting the final results of this work this fall.

PLAN NOW!

AMC Retreat



July 11–12, 2016

Renaissance Portsmouth-
Norfolk Waterfront Hotel

**For more information
and to register, visit
VSAE.ORG/AMCRETREAT**



5+
HOURS

Meeting Planner Summit



August 29–30, 2016

Embassy Suites Hampton
and Hampton CVB

**For more information
and to register, visit
VSAE.ORG/SUMMIT**



8+
HOURS

CEO & SENIOR STAFF RETREAT



September 19–20, 2016

Kingsmill Resort

**For more information
and to register, visit
VSAE.ORG/CEORETREAT**



8+
HOURS



EVERY ASSOCIATION CEO NEEDS TO READ THIS

What if you could attend one event and end up saving your association thousands of dollars? What if you could attend one event and more clearly articulate your organization's value proposition? What if you could better motivate your staff? What if you had a better sense of what "hybrid membership model" means and how it would affect your membership? What if you could do all of this in a luxurious resort setting with fellow association leaders for a fraction of the cost to attend a big leadership development conference?

This is exactly what you get from VSAE's CEO & Senior Staff Retreat. This exclusive two-day event for association CEOs and other senior staff is aimed at providing you the answers to these questions. Over the course of the event, attendees will learn about national association trends and engage in a conversation about your association's value proposition. What innovating thinking could you apply to your association? How will your association's

member value proposition evolve given those trends? All attendees will also be able to participate in facilitated roundtable discussions with colleagues about the challenges you are facing within your association. These confidential groups will be organized with colleagues from similar organizations. Finally, the retreat will provide you the tools to continually develop your own leadership abilities.

Hosted at the Kingsmill Resort, Virginia's only river front resort and conference center, the retreat offers opportunities for attendees to continue the day's conversation over a gourmet dinner or just time to relax and recharge. Unlike other events where you pay for lodging and meals in addition to the registration, the CEO & Senior Staff Retreat is all-inclusive. The \$530 early-bird member registration includes all meals and your hotel room the night of Monday, September 19. Learn more and register at vsae.org/CEOREtreat.



NEWLY RENOVATED ROOMS & SUITES

800.982.2892 | Kingsmill.com



KINGSMILL

Resort

WILLIAMSBURG, VIRGINIA

Updated style & furnishings for your
next meeting • Never a resort fee •
Comp wi-fi & parking • New spa,
restaurant & pool • Amenities galore



AVOIDING THE PITFALLS OF SUBTLE GROUPTHINK

You may remember the scene in the movie “Blazing Saddles” when the governor, played by Mel Brooks, comes up with a good idea and his room full of cronies agree in unison with verbal “harumphs.” One, however, was quickly singled out by Brooks who says, “I didn’t get a harumph outta that guy.” This is an extreme example of groupthink. A strong leader makes a decision for the group and the entire group goes along to get along. This is a dangerous type of decision-making and I’m sure most of us either avoid this or would know how to prevent it if it showed its ugly head at a board meeting. What about a more subtle form of groupthink, though?

Groupthink can occur in a much more subtle way. Decisions can be made within committees or boards that do not necessarily reflect the real will of the people present. There may be any number of reasons why or how this groupthink occurs even when it may not be as obvious as a bunch of harumphing yes-men.

Take for an example, a group I was working with a few years ago on a strategic planning process. If you would have asked anyone among the leadership of this group what the number one priority for the association was, they would have quickly responded with the aspirational legislative advocacy goal of the organization. In all the conversations leading up to the strategic planning retreat, this was the clearly identified highest priority goal. No one would have disagreed. However, as I led them through the strategic planning process a very interesting thing happened. Something else entirely emerged as the number one priority.

At the conclusion of the two day retreat, what emerged for this group was not the legislative goal but a goal centered on strengthening the association’s chapters or components. Throughout my time working with the organization there was a lot of talk about the relationship between the organization and its geographically based chapters. However, no one had identified this as the top priority issue for the organization. After going through a facilitated strategic planning retreat where groupthink was purposely avoided, it was clear chapter relationships were a much



higher priority for the organization than anyone had realized previously.

How did this happen? And more importantly, how can we ensure that all decisions made in a group setting like a committee or board meeting are not a result of groupthink? It happened for a number of reasons, all of which can help you avoid groupthink decision making within your own organization.

Change the scenery.

One of the best ways to avoid the same conversations and decisions in a group setting is to change the scenery. It can be as simple as holding a multi-day retreat in a new location or adding a new set of voices to the conversation. Pick key leaders among your membership, leaders from components, or maybe even leaders from affiliated organizations. Just having these voices in the room or a different location for your group to meet can have a very positive influence on the conversation and decisions reached. Like Albert Einstein said, “doing the same things and expecting different results is the definition of insanity.” Don’t be insane. Change it up.

Level the playing field.

Another great and relatively easy way to avoid groupthink is to level the playing field. In the scene in “Blazing Saddles,” it was clear the governor’s power influenced the groupthink decision. Do you have a powerful voice or two within the group who are influencing decisions? Try to level the playing field by insisting everyone lend their voice to the conversation. When I facilitate a strategic plan, one of the most important activities

involves giving everyone an equal voice when it comes to identifying the highest priority goals. Changing the power dynamic and creating a level playing field is a great way to avoid groupthink.

Bring in an objective facilitator.

The final way to avoid groupthink and ensure decisions are truly based on the important priorities of everyone in the room is to bring in an objective third-party facilitator. Whether it be a formal professional facilitator or just someone who hasn’t been previously involved in discussions, a new voice can see things a little different. If it is a professional facilitator, there are tools they can use to work through these decisions and avoid groupthink.

In the example above, the leaders of the organization were surprised to learn what emerged as a higher priority for the organization. While the original priority remained an important one for the association, by avoiding groupthink they had a new priority on which to focus resources. It brought a renewed sense of purpose for the organization going forward. What decisions are your organization or board making as a result of subtle groupthink? Which of these tools can you use to avoid it next time?

ABOUT THE AUTHOR

Brandon Robinson, CAE is the Chief Operations Officer at Eisenman & Associates, Inc.

(804) 249-2234
brandon@vsae.org



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

DoubleTree by Hilton Williamsburg
Hilton Virginia Beach Oceanfront
The Hotel Roanoke &
Conference Center
Renaissance Portsmouth-Norfolk
Waterfront Hotel
Sheraton Norfolk Waterside Hotel
Sheraton Virginia Beach
Oceanfront Hotel
VisitNorfolk
Visit Virginia's Blue Ridge

PATRON

Asset Protection Group, Inc.
Boar's Head
Craddock Terry Hotel
DoubleTree by Hilton
Richmond-Midlothian
Embassy Suites Hampton Roads
Exhibits, Inc.
The Greenbrier
Hampton CVB
Hilton Richmond Downtown
Keswick Hall & Golf Club
Marriott Chesapeake
MemberClicks
Newport News Marriott
at City Center
Newport News Tourism
Development Office
Omni Charlottesville Hotel
The Omni Homestead
Omni Richmond Hotel
Richmond Marriott Downtown
Richmond Marriott Short Pump
Richmond Region Tourism
Salamander Resort & Spa
Wyndham Virginia Beach
Oceanfront

WELCOME NEW MEMBERS

EXECUTIVES

Kurt Riesenber
*Spray Polyurethane
Foam Alliance
Fairfax*

Jaime Strohacker
*National Association
of Social Workers
Glen Allen*

ASSOCIATES

Eric Branch
*University of Virginia
at Darden
Charlottesville*

Ashley Lee
*Marriott International
Quinton*



HEALTH CARE CORNER

Buyer beware! Provider networks such as Point of Service "POS" and Preferred Provider Organizations "PPO" generally offer out-of-network coverage. However, it is important to know out-of-network providers are allowed to balance bill patients.

A balance bill is the difference between the providers full fee-for-service and the amount the insurance company pays the provider as their allowable charge. The patient's payment responsibility when balance billed can be in the thousands of dollars. Make sure your in-network participating provider network is comprehensive and be careful about going out-of-network. Please contact me with any questions.

Monty Dise • (804) 423-7700 • mdise@apgroupinc.com

Here's One Exam
you can't afford
NOT to do...

FREE EXAMINATION

of Your Current Health Care Plan

- Discuss 2016 PPACA/Obamacare Regulations
- Identify Possible Premium Savings, Coverage Gaps And Inadequacies
- Suggest Options For More Effective Coverage And Value-Added Association Benefits
- Suggest Options For More Effective Coverage

Contact Us To Schedule Your FREE Exam!

{ 804.423.7700 • 800.644.9840 }

info@apgroupinc.com



apgroupinc.com

AP GROUP

ASSET PROTECTION
GROUP, INC.

INSURING YOUR FUTURE

Proud Partner



Endorsed Provider



Monty Dise,
AP Group, President

Served on Gov. Kaine's Access
to Healthcare Committee and
Gov. McDonnell's Virginia Health
Reform Initiative Advisory Panel

PARTNER HIGHLIGHT:

We hope to see you in the Roanoke Valley in Virginia's Blue Ridge Mountains next April for the Virginia Society of Association Executives 2017 Annual Conference.

Our region is excited to host this conference and we hope you're excited to experience the historic Hotel Roanoke & Conference Center, downtown Roanoke, and the unique experiences of Virginia's Blue Ridge.

Our walkable downtown district appeals to all the senses. Listen to the sounds of live music at Elmwood Park and at our local bars. Taste delicious flavors at restaurants like Lucky and Metro!, which are regularly pushing culinary boundaries. Touch iconic steam locomotives in the railyard at the Virginia Museum of Transportation, home to the largest collection of rolling stock in the South. Enjoy the smells of the Historic Roanoke City Market — one of Virginia's oldest farmer's markets, and enjoy beautiful views like the one offered from the rooftop patio at Center in the Square.

ADVENTURE AROUND EVERY CORNER

Virginia's Blue Ridge also features a mountain playground of outdoor recreation, with easy access to world-class mountain biking at Carvins Cove, hiking along the Appalachian Trail, and waterways such as the Upper James River Water Trail and Roanoke River Blueway.

The region boasts all the amenities and resources for hosting meetings and conventions, including two civic centers and an IACC-approved conference center, as well as numerous unique venues that capitalize on our beautiful setting in the heart of the Blue Ridge Mountains.

With over 5,000 guest rooms and 683,000 square feet of unique meeting space, the region is well-suited to accommodate groups of all sizes.

Whether it's a large-scale convention that requires state-of-the-art conference space, a lake-front retreat, or a casual reception at a mountaintop vineyard, it can all be part of the experience of bringing your meeting to Virginia's Blue Ridge.

VISIT VIRGINIA'S BLUE RIDGE



Attendees will love taking part in the collection of group-friendly tours and activities, including opportunities for team-building at outdoor adventure courses, or more light-hearted options such as a craft beer or historic food tour. Local outdoor adventure companies, Roanoke Mountain Adventures and Twin River Outfitters, can provide the perfect guided outing with options for tubing on the James River, paddleboarding on the Roanoke River, and mountain biking at Explore Park on the Blue Ridge Parkway.

The Roanoke Valley also offers a vibrant nightlife scene. On any given night, you'll find local bands playing at restaurants, clubs, and local breweries throughout the region. The music scene is an eclectic mix of jazz, blues, rock, folk, and Americana. We also celebrate our bluegrass heritage along The Crooked Road in Franklin County. If you're in downtown Roanoke, follow the sounds you'll likely hear jamming at venues like Martin's Downtown Bar & Grill, where great music is always on the menu.

Virginia's Blue Ridge is easily accessible via Interstates 81, 64, and 77, in addition to U.S. Routes 220 and 460. There are also eight access points to the Blue Ridge Parkway - America's Favorite Drive. No matter what direction you're traveling from, you can expect to enjoy a beautiful drive as you reach Virginia's Blue Ridge.

The natural beauty and extensive amenities are combined with first-class service provided by the meetings professionals and hospitality industry in the area. We make our guests feel right at home in Virginia's Blue Ridge, and the quality of life in our region is highlighted by the quality of the people who live here.

We invite you to experience the Roanoke Valley in Virginia's Blue Ridge. You'll be our guest, but you'll also be treated like family.

CONTACT:

Alex Michaels, Vice President of Sales & Services
(540) 362-7848 x127
amichaels@visitvablueridge.com
visitvablueridge.com/meetings





Meetings are better on Blue Ridge Standard Time.

Maybe it's the mountains. The views inspire creative thinking. Maybe it's the metropolitan amenities, like great dining and nightlife. It's probably both.

The truth is, the Roanoke Valley in Virginia's Blue Ridge is a great place for meetings, conventions and trade shows.

VISIT VIRGINIA'S BLUE RIDGE WELCOMES THE VSAE 2017 ANNUAL CONFERENCE


800.635.5535
VISITVABLUERIDGE.COM



 **THE ROANOKE VALLEY CVB IS NOW VISIT VIRGINIA'S BLUE RIDGE** 

AROUND THE COMMONWEALTH



VSAE's past president **Dick Daugherty** and his wife, Kathy, celebrated their 50th wedding anniversary on June 18.

Megan Davis, CMP, CTIS, Director of Sales at Four Points by Sheraton Richmond is now a Certified Meeting Planner.

The **Virginia Society of Certified Public Accountants (VSCPA)** won a Commonwealth Award of Merit in the public service category of the 2016 Virginia Public Relations Awards, a statewide awards competition sponsored by the Richmond chapter of the Public Relations Society of America. VSCPA developed "You Can Afford College: A Financial Fitness

Initiative" as a public service in response to the crisis surrounding college affordability and student debt.

The Williamsburg Lodge will join Marriott International's Autograph Collection Hotels in January.

In making the move, Colonial Williamsburg expects to benefit from Marriott's reservation distribution system and the ability for guests to earn or redeem Marriott Rewards points when they stay at the Williamsburg Lodge.

MEMBERS ON THE MOVE

Susan Holland is now the Director of Sales at The Tides Inn.

2016 ANNUAL CONFERENCE
MEET LOCAL VIRGINIA CHAPTER
MEETINGS PROFESSIONALS INTERNATIONAL

AUGUST 17-19, 2016 • HILTON RICHMOND DOWNTOWN
REGISTER AT VAMPIWEB.ORG



2016-2017 OFFICERS

Barbara Homiller, CAE
President

Scot P. McRoberts, MPA, IOM
President-Elect

Ray Mattes, III, CAE
Treasurer

Duront "D" Walton, CAE
Secretary

Wilmer Stoneman, III, CAE
Immediate Past President

Brandon Robinson, CAE
Executive Director

DIRECTORS

Maureen Dingus, CAE
Phyllis Errico, JD, CAE
Courtney Fleming
Katie Frazier
Nancy Israel, MPA
Ray LaMura
Lisa MacArthur
Danny Mitchell, AAI
Gail Phillips, CAE
Steven Williams

ASSOCIATION PRESS

Published by the Virginia Society of Association Executives

2924 Emerywood Parkway
Suite 202
Richmond, Virginia 23294

PHONE: (804) 747-4971
FAX: (804) 747-5022
EMAIL: info@vsae.org
WEB: vsae.org

Brandon Robinson, CAE
Editor

Lorraine Meade
Content, layout, and design

Art and Editorial Deadline for August Issue
July 15

Advertising Space
Contact the VSAE office at
(804) 747-4971 or info@vsae.org

share • #ASAE16

asae
The Center for Association Leadership

annual meeting & exposition

08/13-16/2016

SALT LAKE CITY, UT

SALT PALACE CONVENTION CENTER

GIVE TO YOUR PROFESSION
GET WHAT YOU NEED

Give your time and experience at the 2016 ASAE Annual Meeting & Exposition, get a year's worth of ideas and support from your community.

REGISTER TODAY!
asaecenter.org/AnnualMeeting

ASAE STRATEGIC PARTNERS

abila
www.abila.com

ATLANTA

BUSINESS EVENTS CANADA
KEEP EXPLORING

EXPERIENCE COLUMBUS

Personify

RENO-TAHOE

visit san jose
CALIFORNIA

yourmembership

ASAE CORPORATE PARTNERS
Visit Baltimore - Dallas CVB - Greater Fort Lauderdale CVB - Fort Worth CVB - GEICO - Louisville CVB - Mexico Tourism Board - Naylor Association Solutions - Omaha CVB - Visit Orlando
Visit Salt Lake - Meet in Washington State

ASAE EVENT PARTNERS
BrightKey - THE BROADMOOR - CliftonLarsonAllen LLP - DelCor Technology Solutions, Inc. - Dubai Association Centre - Hong Kong Tourism Board - Johnson Lambert LLP & Vault Consulting
Korea Tourism Organization - Manifest - MemberClicks - Meet in Minnesota - New Orleans Convention & Visitors Bureau - New Orleans Ernest N. Morial Convention Center