



— VIRGINIA SOCIETY of —
ASSOCIATION EXECUTIVES

YOUR *association* PRESS

SEPTEMBER 2016

VIRGINIA'S PREMIER EXPO FOR ASSOCIATION PROFESSIONALS

✓ Networking ✓ Education ✓ Tradeshow ✓ Inspiration ✓ Free stuff

Join VSAE on October 6 at the Greater Richmond Convention Center for Virginia's premier Expo for professional meeting planners, association executives, and non-profit leaders.

Keynote on 2016 Presidential Election

The event begins with breakfast and an enlightening keynote presentation, "The Transformation of American Politics," from C. Lawrence Evans, Professor of Government at the College of William & Mary. There will also be sessions on email and video marketing, technology trends, leadership programming, and new DOL overtime rules.

Meeting Planner of the Year Recognition

This year's event will also feature recognition of The Virginia Business Meeting Planner of the year. Come see VSAE and *Virginia Business*

EDUCATIONAL SYMPOSIUM & EXPO

October 6, 2016

Greater Richmond Convention Center

magazine recognize the unsung hero of the non-profit world – the meeting planner.

Regardless of your job title, if you are a professional meeting planner or work for an association, this event will help you deliver more value to your meeting attendees, to your customers, and to your members.

continued on page 4 >

REGISTER AT VSAE.ORG/EXPO

CONTENT IS NOT KING: EXPERIENCE MATTERS

Content is king, right? Well, as my favorite ESPN college football commentator would say, "not so fast, my friend." You see, content is not necessarily king. In fact, when thinking about association meetings and educational sessions, experience often trumps the actual content for attendees. You can have the greatest words on the planet, though if attendees are not

connecting with each other or the content, then it might all be for naught.

This was one of the big "ah ha" moments for me at this year's ASAE Annual Meeting & Exposition. I attended many sessions, though the one that really stuck with me was on "Delivering Maximum ROI to Conference

continued on page 3 >

DON'T MISS IT!

EDUCATIONAL SYMPOSIUM & EXPO

October 6

Greater Richmond Convention Center

5+ CAE Hours of Education with Networking Opportunities

Timely Keynote on the 2016 Presidential Election

Meeting Planner of the Year Recognition

Detailed agenda and sessions on page 4.

Register online at vsae.org/EXPO.

UPCOMING EVENTS

CEO & Senior Staff Retreat
September 19–20
Kingsmill Resort

CAE Study Group | Fall 2016
September 27
VSAE Offices

Community Service: Homeward's Project Homeless Connect
November 15
Greater Richmond Convention Center

November Monthly Luncheon & Seminar
November 4
Crowne Plaza Richmond Downtown

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



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Participants,” where the content leader, Shawna Suckow, CMP, shared recent research that showed it wasn’t content that was a major driving factor for meeting attendees to rate a session as high quality. What drove attendee ROI were experience, connections, and communication. It was a very thought provoking session, and led me to think about how we design education at VSAE.

VSAE’s Education Committee works very hard to develop the highest quality content for VSAE’s events. The committee works closely with staff and our speaker’s bureau partner, Blanche Powell, to find content leaders who are both experts in their subject area and good presenters. However, the idea that content is not king got me really thinking more broadly about the experience members have at our events and educational sessions. How do learning styles affect attendees’ experience? How does timing – where on the schedule a session is slotted – affect the experience? How do we make sessions more interactive in order to create a sense of connection among attendees and with the content?

VSAE’s recent SIG-a-Palooza event was very successful. That success was driven in part by the fact that the SIG-a-Palooza was an event built on creating positive connections among members, not necessarily the content. The content was not king, the member experience was the king.

Given that event’s success and the continued focus on building your association community, VSAE will continue to look towards its SIGs as a vehicle for member value. In fact, the SIGs are an integral part of the new strategic vision the Board of Directors approved earlier this month. If you’re not connected to a SIG, I would highly recommend doing so. Content is no longer king, so let’s focus on strengthening our association community together.

MEMBER SPOTLIGHT

What new challenges have you faced or changes have you made since becoming Executive Director?

New challenges that I envision for our association involve member engagement and the development of business opportunities and partnerships, which create non-dues revenue for the association while adding value to membership.

What success stories do you have with communicating with your membership?

We have successfully engaged more of our members in the last two years through regional meetings. Members that haven’t been involved are given more opportunity to participate in advocacy and educational offerings.

What’s on your music playlist?

My playlist includes AC/DC, Guns and Roses, Lynyrd Skynyrd, Chairman of the Board, and the Fantastic Shakers.

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

Role models have been my parents who were actively involved in public service. Jim Campbell, former VACo ED, was my professional mentor since I began association work.

What drew you to the association industry?

The opportunity to be involved in many different aspects of member services (education, advocacy, and business development).

Dean Lynch
Executive Director
VA Association of Counties



What sports/teams do you root for?

Big Orange (Tennessee), VCU, VT, and most underdogs.

What is the biggest issue facing you as an association executive?

The biggest issue is creating value in association membership. As county revenues decline and budgets begin to stretch further to deliver core local government services, our association must offer value added services to counties.

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

My favorite pastime activities are relaxing on the beach, playing corn hole, and hitting the golf ball in the woods.



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EVENT AGENDA

WEDNESDAY, OCTOBER 5

5:30–7:00 p.m.

Networking Reception
Hilton Richmond Downtown

THURSDAY, OCTOBER 6

8:00 a.m.

Registration Opens

8:30–9:50 a.m.

Breakfast & Keynote:
2016 AND THE
TRANSFORMATION
OF AMERICAN POLITICS
C. Lawrence Evans, Professor of
Government, College of William & Mary



This presentation explains the major events of the ongoing presidential campaign and offers predictions about the consequences

for Virginia and the U.S. over the next fifteen years. From the rise of Trump to the return of the Clintons, the tone and content of the campaign reflect longterm political, economic, and demographic trends, and they mark a profoundly important transition in American political life.

10:00–11:30 a.m.

Morning Breakout Sessions

11:45 a.m.–2:00 p.m.

Expo

Lunch available 12:15–1:30 p.m.

1:30–1:45 p.m.

Meeting Planner of the Year
Recognition

2:00–3:30 pm

Afternoon Breakout Sessions

REGISTER AT
VSAE.ORG/EXPO

BREAKOUT SESSIONS

Panel: A Discussion on Leadership . . . Programming That Is

- Susan Motley, CAE, Consultant, Facilitator, Strategist, *Mission to Strategy*, Moderator
- Courtney Fleming, Senior Vice President, Virginia Bankers Association
- Lauren Gilbert, Director of Programs, Sorensen Institute for Political Leadership
- Susan Horne, President & Chief Executive Officer, LEAD Virginia

Want to take your leadership development program to the next level? Want to know how to better market the program? Or are you just interested in getting a new leadership development program off the ground? Come join a moderated discussion, among several association and non-profit leaders, about what it takes to run a successful leadership development program. Whether your program is industry specific, political, or internal to your organization, this program is sure to deliver. The experts on the panel will discuss how to develop, market, and recruit candidates for these types of programs using their own combined experiences.

A First Timer's Guide to Producing Videos for Your Association

Tristan Pelligrino, Chief Operating Officer, 522 Productions

Making an effective video and telling your association's story is a bit more complex than simply turning on a camera and letting it run. A video project is a lot of work. But, these projects can be extremely rewarding and beneficial.

This presentation is designed to connect with busy association marketers and answer some of the most pressing questions when looking to develop video content. Topics include how to approach launching a video project, the video production process, the crucial steps to take prior to contacting a video production company, and how to select a video production company.

Email Marketing: The Workhorse of Online Communications

Kelly Clark, Manager of Online Marketing, Naylor Association Solutions

Email may not be a glamorous or sexy way to communicate with your members, but its low cost and versatility make it the workhorse of online communications. Learn how your association can email more effectively through a better understanding of why people open, read, and respond to email promotions and announcements. We will also cover how to measure your results and take advantage of your data to glean customer insights. Attendees will walk away with a plan for applying these lessons back at the office.

Technology Trends and the Effects on Associations

Reggie Henry, CAE, Chief Information Officer, ASAE The Center for Association Leadership

With the amount of disruption in (and caused by) technology today, it is important for associations to focus on what is really important. Creating member value! Strategically, what are the technologies and technology trends associations should be focused on? What do these trends mean from a member and staff expectations perspective? ASAE CIO Reggie Henry will discuss what he believes are the most relevant technology and related trends facing associations today, including iBeacons and other meeting related technologies, mobile, big data, and "the Internet of things".

NEW! DOL's New FLSA Requirements: Legal Overview and Practical Compliance Strategies

John Scalia, Senior Counsel, Pillsbury Winthrop Shaw Pittman, LLP

Are you ready to comply with the new Department of Labor ruling on overtime, which becomes effective on December 1 of this year? If not, then attend this session to learn about the significant increase to the minimum salary level for "white collar" employees to qualify as exempt from overtime pay requirements and how you can ensure your organization is compliant. Come hear from expert legal counsel who specializes in working with associations. This session will include a question and answer period.



Motley



Fleming



Gilbert



Horne



Pelligrino



Clark



Henry



Scalia

GET TO KNOW THE EXPO ATTENDEE

"I love the combination of training and networking opportunities!"

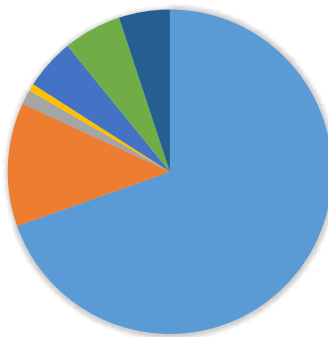
"The keynote speaker was well worth the price of admission."

"It's simply an outstanding event—one that I just don't miss!"



80%

Have decision-making influence.

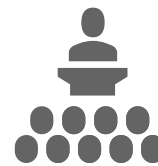


Employed by:

- Association
- Association Management Company
- Corporation (not travel agency related)
- Educational Institution
- Government Agency
- Self-employed
- Other



Their meetings generate up to this many room nights per year.



1,101

They plan this many off-site meetings per year.



52%

Require exhibit space for their meetings.

75%

Plan meetings in Virginia.

25%

Plan out-of-state meetings.

Risk Management: Event Cancellation Insurance



Your association's conference is just around the corner. Event arrangements are in place with a year's worth of planning coming to fruition.

And then you get the dreaded news – a major snowstorm is looming, or a tropical storm is rapidly turning into a hurricane in which your conference is smack in its projected path, or a labor strike has affected major airports that will impact travel for the conference participants.

When an unavoidable disruption to an event occurs, myriad decisions and arrangements must be made. Will the event need to be cancelled? Should it be postponed or relocated? Should the event go on despite suffering significant loss of participants or key speakers?

Whether this disruption results in a financial loss or comfort in knowing that your organization will receive compensation depends on whether the event is covered by Event Cancellation Insurance.

“Meeting professionals can assist your association by exploring resources that are available to help avoid risks as well as navigate you through the process should a disruption occur.”

An association's annual conference is a major piece of the financial pie. Any event with a significant financial impact to the association should include Event Cancellation Insurance as part of the association's risk-management strategy.

Event Cancellation Insurance covers a financial loss sustained as a result of the event's cancellation, abandonment, curtailment, rescheduling, or relocation due to circumstances beyond your control. These circumstances include adverse weather, labor disputes, reduced attendance,

earthquakes, non-appearance of a speaker, terrorism, and venue damage.

Depending on the policy, insurance reimbursement can cover revenues, expenses, and reduced attendance for a continued event.

By covering revenues received, this is protection for the association's participants and stakeholders (including sponsors and exhibitors) as well as the association. Coverage should be purchased as soon as a venue's contract is signed since liability begins from that moment.

Meeting professionals can assist your association by exploring resources that are available to help avoid risks as well as navigate you through the process should a disruption occur.

Managing a major disruption to an event is never easy, but your leadership can rest easy knowing that protective measures were taken through Event Cancellation Insurance coverage.



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ABOUT THE AUTHOR



Rosie Bugarin, CMP is the Senior Vice President of Conferences & Conventions with Organization Management Group, Inc.

Have you found that perfect formula for work life blending that allows you to operate at your most efficient and productive level? Don't worry, I haven't either, but I'm a few steps closer after attending this year's Meeting Planner Summit.

Jim Roman of Business Owners Institute, LLC kicked off this year's Summit with a session on how to juggle it all. Jim stressed the importance of logging your time in order to determine when distractions are occurring, creating a block schedule to ensure time is made for important professional and personal tasks, and focusing on just one task at a time. He provided advice for minimizing distractions such as indicating to others when you are busy and when you will be able to respond to their needs.

Following a delicious lunch and welcome by Donnie Tuck, Mayor of Hampton and a tour of our meeting host property, the Hampton Roads Convention Center, **Randy Cummins** of James River Audio Visual Services provided a presentation on audio visual essentials meeting planners should know. He provided basic definitions of AV technology devices and reassured those of us who were not previously clear on exactly how a mixer works or how to choose the correct screen size and projector resolution. Randy also offered tips and tricks for ensuring smooth presentations such as how to save online videos.

Jim Roman wrapped up the day's sessions by describing the six C's to great communication with those involved in your meeting, particularly venue staff during planning and execution. He provided advice based on his own experience and attendees shared their own for how to best connect, collect, clarify, create, confirm, and continuously correct during communication. For example, one of Jim's strategies for connecting with meeting venue staff is asking pre-con attendees to indicate where they are from during their

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introductions. The evening concluded with wonderful food and fellowship overlooking the water at the Crowne Plaza Hampton Marina.

After a night's rest and breakfast at the Embassy Suites, VSAE's own **Brandon Robinson, CAE** and **Tracie Grady** shared their expert advice for hiring high quality speakers and coordinating meeting logistics. Brandon described important qualities of great speakers, stressing that content is no longer king when it comes to delivering a great presentation. He explained the benefits of utilizing a speakers bureau to find and hire speakers, and provided tips on the information most important to communicate to your speakers including a description of the audience and their learning styles. Tracie provided examples of documents she sends to confirmed speakers for

VSAE events and highlighted the important information to provide and request in each. She also shared an example of a spreadsheet to organize meeting logistics stressing the importance of documenting when information is sent to venue contacts and service providers.

Jim Roman concluded the Summit with a presentation on using standard operating manuals to optimize and systemize meeting planning steps. He provided examples of manuals used by meeting planners illustrating the importance of documentation.

Jim also engaged attendees in discussion on perceived value of manuals and generated interest in manual development being a future project of the Meeting Planner SIG.

Once again, I and other attendees left the Meeting Planner Summit with great advice and ideas for planning the best meetings possible for our members. I'm already looking forward to next year's event and hope to see you there!

ABOUT THE AUTHOR



Shannon McCabe is the Deputy Executive Director of the Virginia Forestry Association. She can be reached at smccabe@vaforestry.org.



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IT'S TIME TO DONATE TO THE SILENT AUCTION



Join colleagues from your association community at VSAE's most popular event. Held on Friday, December 2 at the Hilton Richmond Hotel & Spa at Short Pump, this event includes recognition of the winners of VSAE's coveted Awards of Excellence and a Silent Auction with over 100 donated items on which to bid. Items include gift baskets, event tickets, luxurious getaways, and so much more. Proceeds go to benefit VSAE and Log a Load for Kids, a Virginia organization formed by VSAE's own **Paul Howe**.

Participate in this festive occasion by donating a silent auction item, donating to the gift card tree, registering to attend, or all three. Download a donation form at vsae.org/silentauction. Questions? Read our frequently asked questions below.

Donation FAQs

Why should I donate a bigger, or more creative and inclusive package?

- It is an auction that you will most likely attend so you want to be proud of your donation.
- It is a customer organization, unlike most other donation requests you get for charities.
- You believe in the organization and the cause.

Why should I donate early?

- Marketing—Get exposure in the newsletters, eNews, and on the website from donation time until the event in December.
- Get it off your plate and relieve yourself of the phone calls and emails reminding you to donate.

Who can donate?

Anyone! To increase participation, the Silent Auction Task Force has established a Silent Auction Fund which will be used to purchase additional auction items. Those who contribute to the fund will be listed in pre-event marketing and in the event's on-site program.

How do I donate?



Please complete the donation form and return to VSAE no later than November 10. VSAE has set a minimum retail value of \$50 for each donation. If

you are unable to donate a gift with a minimum value of \$50, please consider a cash contribution to the Silent Auction Fund or a minimum value of \$25 donation to the Gift Card Tree.

Grand Prize Live Auction

In addition to a Silent Auction with over 100 items, VSAE also has at least one grand prize live auction item. VSAE requests that the live auction prize include the following.

- A minimum of 6 days/5 nights stay for 2 people.
- At least 2 meals for 2 people.
- At least 1 recreation activity for 2 people.

In exchange for your donation, you will be featured in a newsletter article about the event with your picture/logo, a display area at the event, promotion at event by auctioneer, complimentary registration to the event, promotion in the on-site program, and having a client experience your company first-hand.

If you are interested in donating an item for the grand prize live auction, email Brandon at brandon@vsae.org. For other event questions, contact Tracie at (804) 249-2244 or tracie@vsae.org.



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VSAE IN THE COMMUNITY

by **Cassie White**

Communications Specialist, ACEC Virginia

Working for a non-profit organization, we know first-hand how it feels to work with minimal resources to get the job done. Each year, the Community Service Committee comes together to offer members more opportunities for involvement and more chances to give back to our communities.

Volunteering with the Community Service Committee has taught me more about myself than anything else. Not only can I install soffit venting like a pro thanks to the Hanover Habitat for Humanity but I am more empowered than ever to make a difference in the lives of others.

Together, we have the ability to impact our communities in a positive and lasting way; to put it simply, we can help make someone's life better TODAY! Through organizations like FeedMore, we are creating awareness that not every child has a meal waiting at home when school lets out for the weekend. By volunteering with FeedMore's BackPack Program, we are giving children at risk of weekend hunger a bag of food that is child-friendly, nutritious, and nonperishable so they can return Monday morning ready to learn and grow.

Last but not least, I've learned that a little goes a long way. Volunteering not only supports local families and our youth but it teaches you something new every time; from people skills, to problem solving, to leadership skills. Lending a hand a few hours every other month has given me a greater return on investment than sitting in the office answering emails ever could.

These are life lessons that everyone should experience. I want to encourage you, and for you to encourage those around you, to get involved. On September 15, we will be working with project:HOMES to help the lives and living conditions of low-income seniors



Top row, from left: Volunteers at Target for the YMCA Bright Beginnings Program. **Cassie White** and **Carter Lyons** preparing to shop for back to school supplies with the YMCA Bright Beginnings Program. Bottom row, from left: Volunteers following a day on the job site with the Hanover Habitat for Humanity. Volunteers at Richmond's Special Olympics Softball Preliminaries.

with household maintenance, exterior upgrades or repairs. Then on November 15, we return to the Greater Richmond Convention Center to help with Homeward's Project Homeless Connect to connect those that are chronically homeless to health care, employment skills, and housing resources. This event requires over 500 volunteers, please participate and encourage others to do so as well. Visit the Upcoming Events calendar at vsae.org to learn more!

If you or anyone you know is associated with a charity in need of volunteers, contact **Tracie Grady** at (804) 249-2244 or tracie@vsae.org.



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VSAE Needs Your Leadership

The Nominations Committee is now accepting nominations for the 2017 VSAE Board of Directors. The board, comprised of 15 directors, helps set the strategic direction for VSAE. The committee, chaired by Immediate Past President, Wilmer Stoneman, CAE, is looking for candidates who want to give back to the association community and have input in the future direction of VSAE.

Board service is open to all VSAE Executive members in good standing. This year, the Nominating Committee will be seeking between one and four individuals, one of which must be an association chief staff executive (e.g. CEO, Executive Director, and those serving as executive directors as an AMC may qualify).

The ideal board member will be forward thinking, an active VSAE member, and focused on the big picture goal of building for the future. Visit www.vsae.org to download a Candidate Information Form. Applications are due by November 18.

Should you have any questions about the process, please call Brandon Robinson, CAE, at (804) 249-223 or write him at brandon@vsae.org.

WELCOME NEW MEMBERS

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Katie Boyle
VA Association
of Counties
Richmond

Jeff Lavine
Intelligence & National
Security Alliance
Arlington

ASSOCIATES

Michelle Feitshans
Kirkley Hotel
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Alex Gregory
The Omni Homestead
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Joanne Jacobs
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at City Center
Newport News Tourism
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PARTNER HIGHLIGHT:

Virginia Beach takes the guesswork out of choosing the perfect meeting destination with a simple truth: there are two sides to every meeting. To be a success, your meeting not only achieves hardworking business goals, but also offers an experience that's personally satisfying for every attendee. Along with the ideal balance of coastal charm, a three-beach experience, and a vibrant downtown with a distinct vibe for meetings of any size and budget, Virginia Beach offers meeting planners a wide variety of incentives and accommodations to guarantee a successful event.

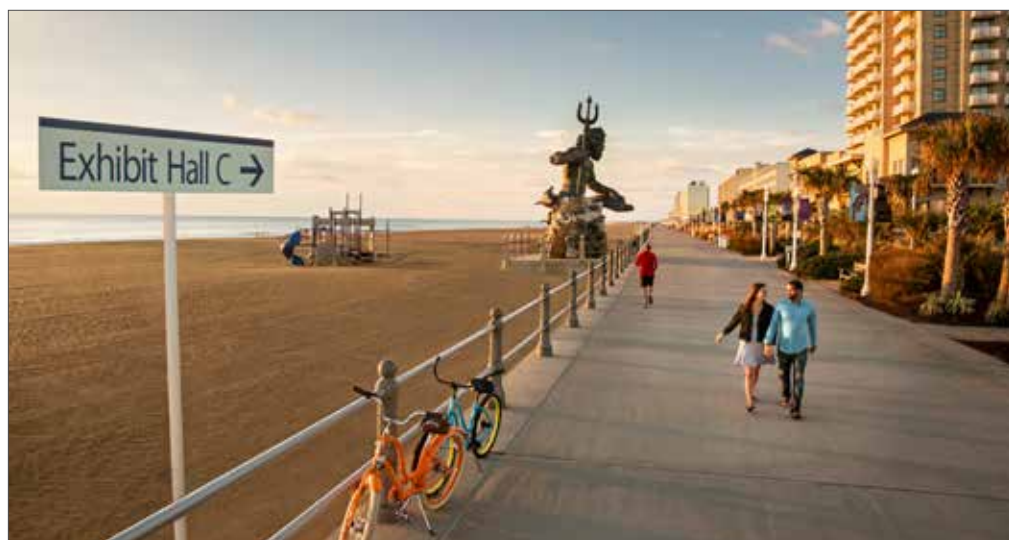
BRING YOUR MEETINGS TO LIFE

At the heart of the oceanfront, the LEED® Gold-certified Virginia Beach Convention Center continues to elevate the industry standard for its focus on sustainability and affordable elegance. The facility features more than 500,000 square feet of column-free space, including a 150,000 square foot exhibit hall, more than 29,000 square feet of meeting space and a 31,000 square foot ballroom.

Great facilities and coastal recreation are just part of the Virginia Beach meetings experience. As a community that is as environmentally and health focused as it is service-minded, Virginia Beach provides access to a number of CSR programs that add meaning to your meeting event. At this year's Educational Symposium & Expo on October 6, Team Virginia Beach offers attendees the chance to share the good vibes by supporting the Richmond Area Bicycling Association's efforts to purchase bicycles for Richmond kids in need each Christmas. For every donation made to the RABA Foundation and/or an RFP to Virginia Beach for a future meeting, an attendee's name will be entered to win a Beach Cruiser from our coastal resort. The outcome is a win-win for all involved!

Bring your RFP and come to the Virginia Beach Aisle at the Greater Richmond Convention Center on Thursday, October 6 to make your donation and enter to win a Beach Cruiser!

VIRGINIA BEACH CONVENTION & VISITORS BUREAU



BEYOND THE BOARDROOM

Virginia Beach stands apart with unique team-building opportunities that offer lasting impact. From the excitement of conquering zip lines and ropes courses at the new Adventure Park at Virginia Aquarium, to indoor skydiving at iFly Virginia Beach, physical challenges are a favorite way to build trust and share achievements. At one of the area's newest attractions, great food, drinks, and play for every skill level make Top Golf a top choice for social time with a twist. Event attendees can even immerse themselves in local culture and history to learn about (and sample!) the legendary Lynnhaven oysters and see first-hand how the bivalves are harvested on an oyster-farm boat tour at Pleasure House

Oysters. This environmentally friendly team-building experience becomes a gourmet delight with a unique Chef's Table experience right on the Lynnhaven River.

To learn more about Virginia Beach's meeting and event offerings, or to explore facilities, check out visitvirginiabeach.com/meetings.

READY TO BOOK? CONTACT:

Lisa MacArthur

Convention Sales Manager

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AROUND THE COMMONWEALTH



VSAE Past President, **Bill Baxter** and his wife Juanita, celebrated their 50th wedding anniversary on June 18.

Charles Waddell, CMP, CHSP, received his CMP on August 11 and the President's Award for Meeting Planners International Virginia Chapter on August 19.

The 2016 Pinnacle Awards were recently released, and two of VSAE's members were selected to receive this prestigious award by readers of *Successful Meetings* magazine.

A Pinnacle Award celebrates hospitality excellence by identifying CVBs, hotels, and conference centers that set the standard for others to follow. You can find a full list of winners at successfulmeetings.com.

2016 Pinnacle Award Winners:

Airlie Conference Center

Best Conference Center

The Inn at Perry Cabin by Belmond

Best Boutique Property



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HEALTH CARE CORNER

ACA requires certain employers to maintain a well-defined head count of their full-time employees in order to be compliant. This process is known as the "Look-Back Measurement Period". It involves a Standard Measurement Period, a Stability Period, and an Administrative Period. This process can be very cumbersome for businesses especially those that are seasonal in nature. Please reach out to me with any questions.

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**CAE STUDY
GROUP
FORMING**

A free VSAE Fall CAE Study Group is now forming for members studying for the certified association executive (CAE) exam in December. The study group begins Tuesday, September 27 and runs for 10 weeks, ending in time for the exam on December 2. Candidates who fully participated in a previous VSAE Study Group have had excellent pass rates.

For more information, contact VSAE CAE Committee Chair, Laura Cobb, CAE at lcobb@vscpa.com.



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