



— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

# YOUR *association* PRESS

OCTOBER 2016

## IT'S WHAT YOU DO BEFORE YOU DO WHAT YOU DO THAT MAKES THE DIFFERENCE



Join us on **Friday, November 4** at the **Crowne Plaza Richmond Downtown** for the November Monthly Luncheon & Seminar. **John Sarvay and Lesley Bruno from Floricane** will blow up the typical approach to strategic planning during the morning session, **"Being Strategic About Your Strategic Planning."** During this interactive session, participants will work their way through the nine utterly essential questions every organization should answer before starting strategic planning.

During the luncheon session, **"Resiliency is the New Strategic Planning: How To Be More Strategic, More Often,"** you will learn having the capacity to plan is not enough. Building your organization's strategic muscle turns capacity into everyday practice, and into part of your organizational DNA.

John is Floricane's blue sky thinker – challenging both clients and his own team to make big ideas better, and good ideas bigger. He displays a unique ability to weave together seemingly disparate ideas to help groups of people see their challenges in new ways. Lesley is a strategic planning consultant and recovering communications professional. She enjoys breaking things and putting them back together, and will let you decide whether or not that is a metaphor.

## EDUCATIONAL SYMPOSIUM & EXPO

*a success!*

The **2016 Educational Symposium & Expo**, held on October 6 at the Greater Richmond Convention Center, was full of high energy with over 140 participants and five engaging educational sessions.

The Expo, Virginia's only tradeshow dedicated to the association industry, featured over 60 exhibitors, including hotels, resorts, CVBs and other companies offering products and services.

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### NEXT EVENT

#### NOVEMBER MONTHLY LUNCHEON & SEMINAR

**Friday, November 4**  
Crowne Plaza Richmond Downtown

Speakers:  
**John Sarvay & Lesley Bruno**  
Floricane, LLC

#### SCHEDULE

Registration 8:00 a.m.  
Seminar 8:30–11:00 a.m.  
**"BEING STRATEGIC ABOUT YOUR STRATEGIC PLANNING"**  
Reception 11:00–11:45 a.m.  
Luncheon 11:45 a.m.–1:15 p.m.

**"RESILIENCY IS THE NEW STRATEGIC PLANNING: HOW TO BE MORE STRATEGIC, MORE OFTEN"**

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

### LAST CHANCE!

Do you still have a 2016 Seminar Pass to use? The November meeting is your last chance to use it this year. Be sure to use it by registering for our November meeting at [vsae.org](http://vsae.org).

### UPCOMING EVENTS

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

**Awards Luncheon & Silent Auction**  
December 2  
Hilton Richmond Hotel & Spa at Short Pump

Check out all events at  
[vsae.org/upcoming-events](http://vsae.org/upcoming-events).



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## WE WANT YOU!

The Nominations Committee is now accepting nominations for the **2017-2018 VSAE Board of Directors**. The board, comprised of 15 directors, helps set the strategic direction of VSAE.

The committee is looking for candidates who want to give back to the association community and have input in the future direction of VSAE.

If you meet the qualifications to serve (member in good standing for 3 years or more and have been involved in a broad base of activities), we encourage you to apply.

Visit [vsae.org/leadership](http://vsae.org/leadership) to download a Candidate Form. Complete the form and send it to the VSAE office by November 18.

Questions? Call Brandon Robinson, CAE at (804) 249-2234 or write him at [brandon@vsae.org](mailto:brandon@vsae.org).

## MEMBER SPOTLIGHT

**Maureen Dingus, CAE**  
Chief Operating Officer  
VA Society of CPAs

### What are you working on that's new and different?

We are working on a project called Vision 2025, focusing on the future of the CPA profession and our association.

### What do you like most about your job?

I love facilitating conversations and coaching our staff. We have a talented team interested in career growth. I enjoy taking time to talk to them about their goals and finding ways to help their career.

### What is your greatest challenge at work?

I am challenged with trying to imagine what the CPA profession will look like in the future, and staying relevant to our members' needs.

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

Our former CEO, Tom Berry, took me to my first VSAE meeting and encouraged me to get my CAE. He created a corporate culture based on teamwork and personal development.

### What drew you to the association industry?

I wanted to work in arts management, but the

association was the only place that had a paid internship. And the rest is history!

### What's on your music playlist?

I listen to a variety of music, such as Car Seat Headrest, Lydia Loveless, and Frank Ocean.

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

I enjoy yoga, running, and reading.

### What sports/teams do you root for?

Both of my parents are from Detroit, so the Lions, Tigers, and Red Wings.

### What advice would you give your younger self?

Take a deep breath...it's going to be all right.



### > EXPO, continued from page 1

C. Lawrence Evans, Professor of Government at the College of William & Mary, presented a well-received keynote on the important transitions of American politics, including the presidential campaign and predictions for Virginia over the next 15 years.

New this year was recognition of the 2016 Virginia Business Meeting Planner of the Year, which was awarded to David Hinnant, Manager of Conference Event Planning for Huntington Ingalls Industries in Newport News.

Congratulations to **Shannon McCabe**, who was our Passport prize winner. Shannon won a weekend getaway for two to **Kingsmill Resort**.

A special thank you to our event host, partners and sponsors, and to all who participated.



David Hinnant receiving the 2016 Virginia Business Meeting Planner of the Year award from Bernie Niemeier, Publisher of Virginia Business.



Shannon McCabe, our Passport prize winner, with Rich Keurajian and Joe Barrow of Kingsmill Resort.



# CEO & Senior Staff Retreat Satisfies CAE's Lifelong Learning

After thirty-four years of continuous VSAE membership, I appreciate being asked to identify my takeaways from VSAE's recent CEO & Senior Staff Retreat. Life-long learning is in my DNA and was a habit I began early in my forty-five year career in association management. When asked what's the value of being a CAE my answer is always the same "it forces me to read and do things I should be reading and doing anyway!" That said, I did earn eight CAE hours at the event at Kingsmill Resort which I'll apply to my final CAE recertification capping off forty-two years as a Certified Association Executive.

The retreat serves as a great leadership navigation and compass adjustment session. A key measurement for me is how often I quote or use the information learned in any session. The top three CEO challenges uncovered at the 2016 retreat have already served me well in guiding my association and adjusting our compass (strategic plan).

At this retreat, learning and practicing the Gestalt Communication Protocol introduced by **Scot McRoberts** was worth the price of admission. It is amazing how sharing experiences vs. giving advice improves your communication effectiveness during personal interactions.

At our roundtable discussion, **Brandon Robinson**, **CAE** shared Steven Covey's First Things First metaphor of doing the big rocks first each day.



## What are you doing to sharpen your association management skills?

It struck a nerve with me even though I have known about it since the 80s. Somehow the magic of a retreat setting with peers interested in learning and sharing added to the "sticking power" of ideas worth repeating.

I am always impressed when Associate members (sponsors) actively participate because it shows they want to understand our challenges as association professionals to better serve our needs.

Greg Melia, CAE's emphasis on divergent thinking drove home why the future belongs to those who adapt. We learned how technology is disrupting business models and creating service opportunities by others. Greg warned associations to be conscious of being "Ubered" by others who might find new ways to do things quicker and cheaper for our members. Associations tend to be slow to change and many have built-in historical barriers (old bylaws) as obstacles to getting people to participate.

**Jim Roman's** infectious enthusiasm taught us great ways to engage more people with specific membership onboarding and orientation programs. He shared ideas on how to take the "work" out of networking. He stressed the importance of training members on how they should act to maximize their association experience.

Dean Savoca's wrap up session helped measure our leadership influence with his eight essential attributes of successful leadership exercise. Taking 100 percent responsibility for what we do was a big takeaway because I see a growing population of people who represent themselves as victims and blame others for their misfortunes.

So, what are you doing to sharpen your association management skills? It is a new day and running an association has new challenges. I learned a number of new skills while sharing the "secret handshake" of association management at Kingsmill Resort. I now have new tools, relationships, and enjoyed a fun time at the CEO & Senior Staff Retreat.



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### ABOUT THE AUTHOR

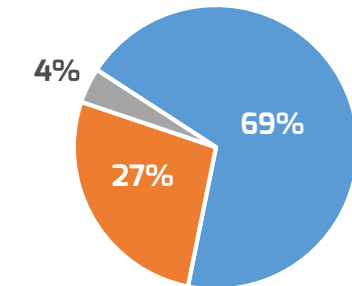


**Bob Ramsey, CAE** is the Executive Director for VA College of Emergency Physicians. He can be reached at [bob@vacep.org](mailto:bob@vacep.org).



# What CEOs Are Thinking

## HAVE YOUR RESPONSIBILITIES AND ROLE AS CEO CHANGED IN THE LAST THREE YEARS?



■ Yes ■ No ■ Don't know or uncertain

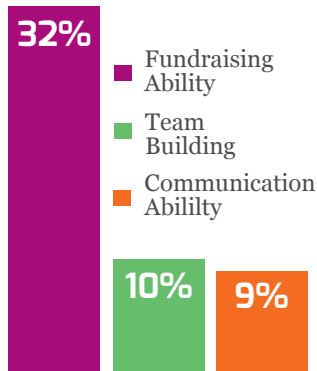
## THE TOP FIVE AREAS THAT DEMAND MORE CEO ATTENTION NOW.

CEOs who said their roles and responsibilities have changed in the past three years were also asked what requires more of their focus and attention now.

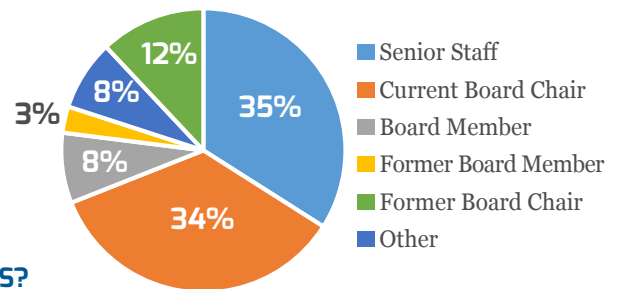
*They could check all that apply.*



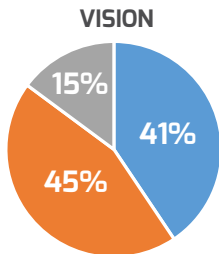
## WHAT ARE THE TOP THREE IMPORTANT LEADERSHIP TRAITS? (CEOs could choose only one.)



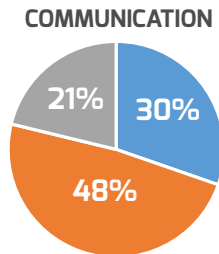
## WHO IS YOUR GO-TO PERSON IN THE ASSOCIATION WHEN MAKING TOUGH DECISIONS?



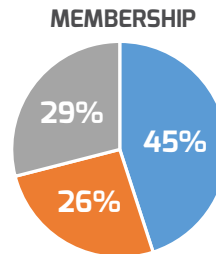
## WHICH ASPECTS OF THE JOB HAVE BECOME HARDER OR EASIER? ■ Harder ■ Easier ■ No Difference



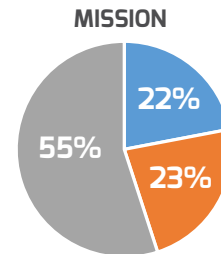
Being able to define with clarity a vision for the future



Being able to communicate effectively with stakeholders to support mission and goals



Being able to retain and grow membership



Being able to define with clarity the purpose or mission

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## AWARD WINNERS

Congratulations to **Danny Mitchell** of Independent Insurance Agents of Virginia, who is the September evaluation prize winner. Danny will be enjoying a \$30 gift certificate to T-Miller's Sports Bar & Grill at the **Richmond Marriott Downtown**.

Congratulations to **Shannon McCabe** of the Virginia Forestry Association, who was the Expo Passport Prize winner. Shannon won a weekend getaway for two to **Kingsmill Resort**.

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## WELCOME NEW MEMBERS

### EXECUTIVES

**Rhea Steele, CAE**  
Council for the Accreditation  
of Educator Preparation  
Washington, D.C.

### ASSOCIATES

**Megan Mancuso**  
Newport News Marriott  
at City Center  
Newport News

**Allyn Proffitt**  
Greater Richmond  
Convention Center  
Richmond

## 2017 MEMBER DUES

Renewal notices for 2017 VSAE member dues will be going out in the coming weeks. The following are membership dues rates for 2017.

EXECUTIVE	DUES
1-2 .....	\$330 (\$310)
3+ .....	\$165 (\$155)
Non-Resident .....	\$280 (\$260)

\*Early bird rate in parentheses. Renew by January 6, 2017.

ASSOCIATE	DUES
1-2 .....	\$535
3+ .....	\$280

SEMI-RETIRED .....	\$ 60
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## THANK YOU TO OUR 2016 PARTNERS

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

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Greater Richmond Convention Center  
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Norfolk Waterside Marriott  
Virginia Beach Resort Hotel &  
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### SUPPORTER

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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

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Hilton Richmond Downtown  
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Omni Richmond Hotel  
Richmond Marriott Downtown  
Richmond Marriott Short Pump  
Richmond Region Tourism  
Salamander Resort & Spa  
Wyndham Virginia Beach Oceanfront

## HEALTH CARE CORNER



The Affordable Care Act "ACA" requires certain large employers, those with 50 or more full-time employees, "FTEs", to offer affordable health insurance with minimum levels of coverage to their FTEs, or pay tax penalties. Employees of these employers, who are offered affordable health insurance, with minimum levels of coverage, are not supposed to receive subsidies from the health benefit exchanges. The government is actively auditing employers, as well as employees/individuals. If you have questions, please reach out to me.

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to Healthcare Committee and  
Gov. McDonnell's Virginia Health  
Reform Initiative Advisory Panel



## PARTNER HIGHLIGHT:

For centuries, it has often taken a “meeting of the minds” to inspire, strategize, and motivate change. To host a successful meeting, everything must be in sync — the setting, food, entertainment, purpose, and mission. Imagine surrounding yourself with the 18th-century settings that inspired Thomas Jefferson, George Washington, Patrick Henry, and others as they debated independence. Why should 21st-century corporate gatherings be any different?

### HISTORIC MEETINGS DESERVE HISTORIC SETTINGS

Colonial Williamsburg Hotels offers a unique collection of meeting spaces and social events customized to meet your every need. Accommodations range from moderate to luxurious, with meeting and event spaces that accommodate from 1,400 persons in general session to an intimate meeting in an elegant board room accommodating 18. Colonial Williamsburg Hotels identifies with the 18th-century, while the hotel facilities deliver on 21st-century expectations.

### ACCOMMODATIONS FOR EVERY BUDGET

With three unique meeting and conference spaces in one collection of amenities, Colonial Williamsburg Hotels have much to offer. Colonial Williamsburg is a resort destination with two 18-hole and one nine-hole golf courses, one world-class spa and fitness center, four pools (one indoor), eight tennis courts, 50 unique and diverse shops and 20 dining choices, and four historic taverns. It is a retreat offering cozy rooms and unique breakout spaces tucked away in the secluded Woodlands Hotel & Suites. It is a high-end summit location that perfectly combines technologically advanced meeting venues with warm southern hospitality in the Williamsburg Inn. It is an annual conference setting in the upscale settings of the Williamsburg Lodge and Conference Center. Colonial Williamsburg Hotels provide a simple solution for today’s complex meeting demands — all located in a charming village atmosphere.

## COLONIAL WILLIAMSBURG HOTELS



Total indoor meeting and event space is more than 67,000 square feet with an additional 25,000 square feet in beautiful gardens and patios, perfect for receptions and dinners.

Colonial Williamsburg’s award-winning culinary team has developed an extensive and delicious array of banquet menu offerings guaranteed to satisfy the most discerning foodie. From southern-inspired buffets, to fresh made smoothie breaks, the staff will work with you to design the perfect menu for your event. Colonial Williamsburg also offers more than 15 restaurants, bars, lounges, and cafés located throughout the hotels and the Revolutionary City, including four historic dining taverns.

### OFFERINGS OF SPIRITS AND SCHOLARS

When it’s time to wind down, Colonial Williamsburg offers a variety of exciting programs for groups, from ghost walks and behind-the-scene museum tours to scholarly interactions with Thomas Jefferson and Patrick Henry. Unique after-hours events are often hosted in our contemporary Taste Studio offering exciting cooking demonstrations with our award-winning chefs; and beer, wine and cordials tasting programs such as, “Pints and Pairings,” “Wine, Wit and Wisdom,” and “Sips with Chefs.”

To make your next meeting truly historic, contact the Colonial Williamsburg Hotels sales professionals at 1-800-822-9127 or visit [colonialwilliamsburg.com/meetings](http://colonialwilliamsburg.com/meetings).



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To book your next meeting or event, contact  
Matt Polansky at 757-220-7463 or  
[mpolansky@cwf.org](mailto:mpolansky@cwf.org)

[colonialwilliamsburg.com/meetings](http://colonialwilliamsburg.com/meetings)

*Colonial Williamsburg*  
MEETINGS & CONFERENCES

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## AROUND THE COMMONWEALTH



**Tyler Craddock** has been named Vice President of Government Affairs for Organization Management Group, an association management company in Richmond. Craddock will be instrumental in growing OMG's legislative strategies group.

**Rhea George**, Managing Director of the American Institute of Architects-Virginia, has been recognized by the AIA Board of Directors with Honorary Membership. Honorary Membership is bestowed upon a person of esteemed character and has rendered distinguished and exemplary service to architecture and the built environment within the domain of AIA Virginia.

**Blanche Powell**, Principal of **Powell Kohne Associates, LLC**, has won The Association of Meeting Professionals Outstanding Service Professional Award, the AMPe.

**The George Washington – A Wyndham Grand Hotel** was just awarded two prestigious titles by Wyndham Worldwide Hotels and Resorts. The honors of Wyndham Grand Hotel of the

Year 2015-2016 and Wyndham Hotel of the Year 2015-2016 were accepted in September.

Congratulations to **Lisa MacArthur**, of the **Virginia Beach CVB**, who gave birth to Logan MacArthur on October 7. He was 8 lbs. 11 oz. and 21 inches long. Mom and son are doing well.

**Lisa Noon, CAE, RCE** will soon be back in her home state as CEO of the Williamsburg Area Association of Realtors. She also recently received the Governor George Nigh Association Executive of the Year award from the Oklahoma SAE and became a grandmother to Victoria Olivia on September 21.

Hilton Garden Inn Suffolk Riverfront has changed its name to **Suffolk Conference Center**.

### MEMBERS ON THE MOVE

**Kelly Burd-Adams** is now Sales Manager at the **Sheraton Roanoke Hotel & Conference Center**.

**Virginia Tourism Corp.** has moved to 901 E. Cary Street, Suite 900, Richmond, VA 23219.

## TOM SPONG JOINS THE TEAM AT EISENMAN & ASSOCIATES, INC.



Effective October 1, Tom Spong has joined the team at E&A as President, Consulting Services. Tom will oversee the meetings consulting side of E&A's business, utilizing his more than 30 years of hospitality experience in sales, marketing, and operations to focus on growth while delivering more value to E&A's existing clients. Tom has been a long-time member of the Virginia Society of Association Executives, serving two terms on the Board of Directors. He was also the 2007 recipient of VSAE's Award of Excellence for his leadership and service to VSAE.



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*Content, layout, and design*

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