

SPEAKING SMART AND CREATING HIGH PERFORMANCE

Speaking in front of any group can be a terrifying experience for many people, even professionals. However, the ability to deliver effective presentations to a variety of business audiences is a critical executive, management, and leadership skill.

Join us on **Friday, June 2, at Four Points by Sheraton Richmond**, for Jason Young's interactive seminar, **"Speak Smart—Business Presentation Skills,"** where you will learn to prepare and deliver presentations that are well organized, dynamic, and motivational. The ability to connect and effectively communicate with your audience is critical. This module will teach essential communication skills everyone needs to transfer knowledge, deliver customer service, inspire others, and get results.

During the luncheon, Jason will present, **"Culturetopia: Creating a High-Performance Organization,"** which is an innovative perspective on how to create and sustain a culture of care and accountability where people can do their best work.

Jason Young has been called a "rare breed" when it comes to developing leadership, team, and customer service initiatives. As a former leader at Southwest Airlines, Jason learned the value of a high performance workplace culture. During his ten years with the airline, he was a key driver in creating and developing the company's innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today. As a result, Southwest has consistently rated the highest in customer service and employee satisfaction. Jason has captured his philosophy of creating high performance cultures in his book, *The Culturetopia Effect*.

Jason Young provided courtesy of Powell Kohne Associates, LLC.



NEXT EVENT

JUNE MONTHLY LUNCHEON & SEMINAR

Friday, June 2

Four Points by Sheraton Richmond

Speaker: Jason Young
LeadSmart, Inc.

SCHEDULE

Registration &
Continental Breakfast 8:00 a.m.
Seminar 8:30–11:00 a.m.

"SPEAK SMART—BUSINESS PRESENTATION SKILLS"

Reception.....11:00–11:45 a.m.
Luncheon.....11:45 a.m.–1:30 p.m.

"CULTURETOPIA: CREATING A HIGH PERFORMANCE ORGANIZATION"

Register online at vsae.org.

UPCOMING EVENTS

COMMUNITY SERVICE: SPECIAL OLYMPICS SOFTBALL PRELIMINARIES

Friday, June 9

Glen Allen Softball Complex

AMC RETREAT

July 10–11

Craddock Terry Hotel

MEETING PLANNER SIG:

**HOW 3RD PARTIES
CAN HELP YOU SUCCEED**

Thursday, July 27

MSV

MEETING PLANNER SUMMIT

August 16–17

Hilton Norfolk The Main

CEO & SENIOR STAFF RETREAT

September 18–19

Hilton Norfolk The Main

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

Hotel Roanoke & Visit Virginia's Blue Ridge Host Amazing Annual Conference

Nearly 200 attendees joined VSAE at the Hotel Roanoke & Conference Center for the 2017 Annual Conference co-hosted by Visit Virginia's Blue Ridge. Inspiring content leaders, delicious food and beverage, along with the amazing hospitality of the conference hosts, all combined to make for one of the best conferences to date. After a variety of pre-conference activities, from golf and hiking to craft beer and food tours, the conference began with an Opening Reception at the Center in the Square, overlooking beautiful downtown Roanoke.

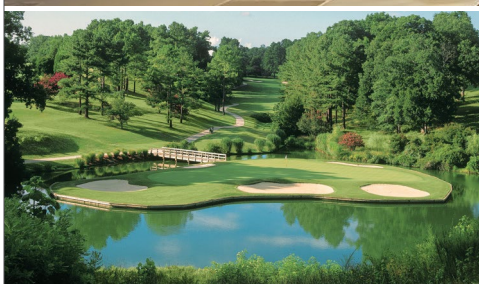
Monday morning's opening keynote speaker was Kevin Brown, a former branding and marketing executive and the creator of The Hero Effect. Kevin presented "The Hero Effect: Being Your Best When It Matters The Most!" in a fresh and entertaining style, inspiring and motivating participants to show up every day and make a difference.

continued on page 4 >

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PLEASE UPDATE YOUR PROFILE!

We are in the process of compiling the **2017-18 Membership Directory and Facilities Guide**, YOUR valuable membership resource.

Because we want the most current information possible, please take a moment to log in to your online profile at **vsae.org** to be certain it is up to date.

The most important areas to check for errors are the following.

- ✓ First Name
- ✓ Last Name
- ✓ Title
- ✓ Professional Designation
- ✓ Organization
- ✓ Email
- ✓ Address

THE INFORMATION IN THE DATABASE AS OF JUNE 2 WILL BE PRINTED IN THE NEW DIRECTORY.

Look for the **2017-18 Membership Directory and Facilities Guide** in the mail with your August newsletter. If you need help accessing your profile, please call our office at (804) 747-4971.

Leadership reflections



Brandon Robinson, CAE
VSAE Executive Director

Association professionals: Connecting, learning, leading. This is VSAE's new mission statement and it was on full display at the Annual Conference earlier this month. In fact, as President Scot McRoberts took the gavel to begin his term as President, he talked about how his own 12-year journey as a VSAE member has been all about connecting, learning, and now leading this organization. You can turn to page one of this newsletter for more about a very successful annual conference.

Last month, I wrote about what a busy time April is and how it is typically a time of leadership transition for VSAE. As we move into May with new leadership in place, it is now time to look forward and make plans for the coming year. In mid-May, the newly installed Board of Directors will gather at **The Tides Inn** in Irvington for the annual Board Retreat. Except this year, we are not calling it a Board Retreat.

Webster's dictionary defines retreat as an act of moving back or withdrawing. That is hardly an apt description for two days of forward thinking and planning. As such, starting this year, we will

Our world is going through considerable change and the pace of that change is accelerating. What does it mean for our industry? What does this mean for VSAE?

be calling this meeting the Board Advance. If the purpose of the meeting is to make plans for the future, why call it a retreat?

At this year's Board Advance, your VSAE board will be looking far out into the future. They will be exercising their duty of foresight. Our world is going through considerable change and the pace of that change is accelerating. What does it mean for our industry? What does this mean for VSAE? How do we stay ahead of the curve and be proactive to remain both relevant and valuable to you, our members? These are the questions the board will tackle during its time together.

During the Annual Conference, members connected with one another, they learned from the content leaders, and they went back to their associations more equipped to lead. They were living out the mission of the organization so they could realize its vision: being the best at their association. The Annual Conference might be over, though the calendar of events still has plenty of opportunities for you to connect, learn, and lead. How are you utilizing the full value of your VSAE membership?

SURVEY PRIZE WINNER

Congratulations to **Walt Lyons**, Manager of Education and Training with the **Virginia Bankers Association**, who was the April Monthly Luncheon & Seminar evaluation prize winner. Walt received a weekend overnight stay in a Stay Well room at the Richmond Marriott Short Pump.

Be sure to send us your feedback of our Monthly Luncheons & Seminars by completing the evaluation survey. Your feedback is important to us for planning future successful events.

Lisa would LOVE to book your next meeting or conference in Lynchburg!

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At lunch, VSAE recognized its newest CAE members and outgoing board members before installing the 2017-2018 Board of Directors. President Scot McRoberts, MPA, IOM, shared his story of his 12-year journey as a member, leading up to President of VSAE. Outgoing President Barbara Homiller, CAE shared a gracious retrospective of her time leading your association.

Attendees could choose from four breakout sessions, including “Establishing Effective Chapter/Association Partnerships;” “Major Trends Affecting Associations and the State of the Association Industry;” “MasterMind Education Hacker: Revolutionizing Your Organization’s Learning Opportunities;” and “Toot Your Own Horn, But Don’t Blow It.”

The increasingly popular IGNITE presentations were a part of the program again this year. IGNITE presentations are short, 5-minute presentations about a topic which ignites a passion in the audience, speaker, or both. Some of this year’s topics included acupuncture, raising chickens, association management lessons learned, and the aftermath of a life-changing heart attack.

The presentations and handouts from many of the conference’s content leaders can be found on the VSAE website. (Events and Education Tab after logging in.)

On Monday evening, after a day of great educational content, attendees could relax, network, and celebrate at the annual Gala Reception and an amazing farm-to-table family style Gala Dinner.

The conference concluded with a presentation on leadership and communication from Mary Kelly, PhD, CSP, CDR, U.S. Navy (Ret), President of Productive Leaders, and author of *Master Your World*.

Be sure to mark your calendars now for May 5–7, 2018 at Hilton Norfolk The Main.



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MEMBER SPOTLIGHT

Bruce Whitehurst
President & CEO
Virginia Bankers Association



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

A new summer internship program for college students with our member banks, adding industry training and awareness to the bank duties these students will have. The idea is to attract more young people to consider a banking career.

What do you like most about your job? I am a people person and I love working with my VBA teammates, with bankers, and many others with whom I interact on a daily basis.

What is your greatest work challenge? Making sure we do all we can to keep up with the industry we serve, as it is undergoing substantial change.

What success stories do you have in communicating with your membership? While most of our communications are electronic—and well received—we still get a lot of positive feedback about our bi-monthly magazine, *Virginia Banking*, for which I enjoy writing a regular column.

Who have been mentors and/or role models in your life/career? My predecessor of 23 years, Walter Ayers. My parents. My VBA Chairmen, who are accomplished banking leaders and from whom I learn every year.

What's on your music playlist? Thanks to my wife and kids, it's pretty varied: rock, country, jazz, and rap. We have tickets for upcoming concerts by Chris Singleton and The Weeknd; that's variety!

What sports/teams do you root for?

The William & Mary Tribe.

What drew you to the association industry?

I was a banker who always had an interest in lobbying, so joining the VBA 24 years ago at the age of 28 offered me a chance to combine banking and lobbying. I had no idea how rewarding that career move would prove to be.

What advice would you give your younger self? Listen more, talk less.

What was the last great piece of advice you received? Take some risk; you will be rewarded—one way or another—for doing so.

If you could have any superpower, what would it be? If curing cancer is a superpower, I'll take that one.

What are three things you want to do before you die? See my three children thrive as happy adults, travel to as many places with my wife/kids as possible, and make a difference in as many people's lives as possible.

- Who handles all the logistics for your meetings?
- Who keeps your meeting attendees happy and makes you look good?
- Who always goes above and beyond to get the details right?
- They might do it all without the words "meeting planner" in their title.
- Yet, you couldn't live without them.

**Recognize them
for all they do.**



**NOW ACCEPTING
NOMINATIONS**

**THE 2017 VIRGINIA BUSINESS
MEETING PLANNER OF THE YEAR**

The winner will be announced at the
**Virginia Society of
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& EXPO**
October 5, 2017 at the
Greater Richmond Convention Center.
Register at vsae.org/expo.

Visit vsae.org/mpofyear
to complete a nomination form.
Nominations are due by Friday, June 30.

EXHIBIT AT THE 2017 EXPO

Thursday, October 5, 2017
Greater Richmond
Convention Center

Plan now to exhibit at one of VSAE's largest attended events of the year. The Educational Symposium & Expo attracts not only VSAE association executives, but also social, corporate, and government meeting planners.

Front Entrance Booths

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Corner/Premium Booths

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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.

HEALTH CARE CORNER



It is important to know the difference between a Calendar Year Deductible "CYD" vs. a Plan Year

Deductible "PYD" when buying health insurance. A CYD begins or resets on January 1 of each calendar year and ends on December 31 each year regardless of the renewal date of your policy. A PYD coincides with the renewal date of your policy. Therefore, if you have a PYD and your policy renews on June 1 then your deductible resets each June. Knowing your deductible structure will allow you to properly plan for your out-of-pocket health care costs.

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

5 Principles of Meeting Design

1 ASSESSMENT & EVALUATION

Set clear, measurable goals before you begin designing your meeting so that afterwards you can determine your ROI. Assessment and evaluation are bookends that give meaning to all other meeting elements. Without these, other fundamentals will be at risk or fail.

2 EXPERIENCE

Design a meeting with the participant in mind—not just in selling a product or providing a service, but also in creating a meaningful and memorable experience. The world is awash in bad design. Meetings are no exception.

3 DISTRIBUTED LEARNING

Provide people the info they need to know when they need to know it in a manner that is convenient for them. The top two reasons people attend meetings are the educational programs and the networking opportunities. It is really all about knowledge retention and transfer.

4 COLLABORATION

Tap into the collective intelligence of the group to better understand its needs, generate new ideas, determine best solutions, and put plans into action. One of the key reasons people meet is to address a goal, a challenge, or a problem. And in that pursuit, the wisdom of the crowd is an invaluable resource.

5 MEANINGFUL ENGAGEMENT

Connect with other people physically, intellectually, and especially emotionally. Emotionally engaged people perform better and have higher job satisfaction. Meetings should not be impersonal affairs during which strangers are thrown together and left to fend for themselves.

Originally published in Meeting Planner International's The Meeting Professional magazine. For more information, visit mpiweb.org.



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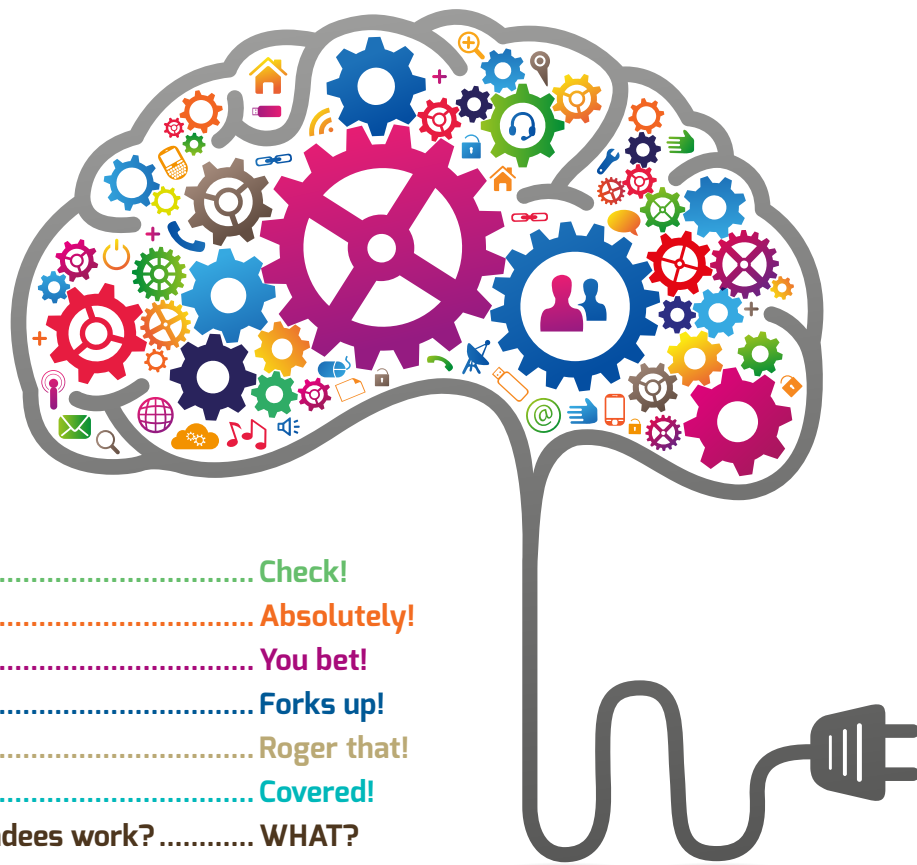
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Purposeful Meeting Planners Get Brainy



Great destination? Check!
 Quality venues, hotels & transportation? Absolutely!
 Strong content & speakers? You bet!
 Creative F&B? Forks up!
 Networking & experiences? Roger that!
 Technology? Covered!
 Understanding how the brains of my attendees work? WHAT?

As meeting pros we are well versed in the key elements needed for great events, conferences, or meetings, but when was the last time (or even the first time) we thought about the brains of our attendees, and how understanding brain function can help us create even stronger gatherings?

I am not talking about participants' minds in terms of learning and networking at a

conscious level. I am talking about the way their brains—and ours—are designed and wired at a subconscious level and how that affects engagement, creativity, context co-creation, and more.

The Power of Behavioral Science

The study of how we act, and interact, based on our brains is called behavioral science. By knowing some basic tenets of the field and

building our meetings with these in mind, we can strengthen what we offer, and get closer to the coveted “seat at the table.”

Part of getting “headier” also involves creating more “purposeful meetings” as well—meetings or events planned with specific outcomes and attendee behaviors in mind, which, in turn, are more engaging, inspiring, and enjoyable, and create positive and lasting results.

Demystifying Science for Practical Use

Have no fear, however, you don't need to be a scientist or professor to figure out how to take simple learnings from behavioral science and apply them to your meetings.

Here's how some leading meeting and coaching minds are thinking about it:

Janet Sperstad, Director of Madison College's Event Management Associate degree, says, “Everyone walks into our meetings with something in common—a brain. Each of those brains takes in 11 billion bits of information every second. Only 40 of those will ever actually be processed.” To increase the odds that



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“Everyone walks into our meetings with something in common—a brain. Each of those brains takes in 11 billion bits of information every second. Only 40 of those will ever actually be processed.”

JANET SPERSTAD, DIRECTOR
MADISON COLLEGE'S EVENT MANAGEMENT ASSOCIATE DEGREE

our sessions or interactions resonate and lead to action, she advises programs to be as purpose-driven and focused as possible. Giving attendees opportunities to mingle and acclimate before a session kicks off also gets them more relaxed and receptive. Additionally, making participants feel like they have found their tribe—whether through signage, content, music, or activities, is powerful too.

Jon Bradshaw, founder and CEO of the Meetology Lab, believes all of us can have stronger people connections and communications by leveraging practical psychological findings. For example, laughter creates a stronger bond and gently mirroring others' body language can build cooperation. On the flip side, having a cell phone on a table during a meeting can erode trust and empathy. “People are social creatures wired to interact with others,” he says.

Executive coach and educator Tremaine Du Preez has an expertise in critical thinking and decision making, urging that we be aware of behavioral stumbling blocks—like stress

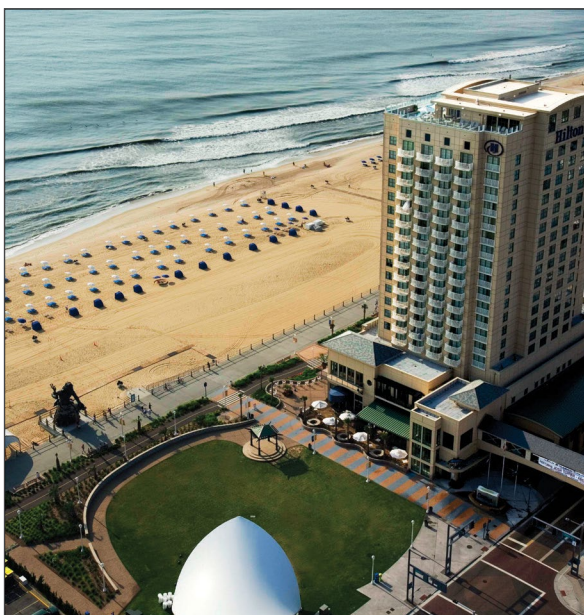
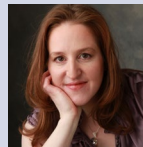
and biases—that can affect how we process information and make choices. “We can't make completely rational decisions. Emotion is like a cocktail—each one has a different effect on the body in the same way that a Long Island Iced Tea has a different effect than a Mojito!” Further, she points out, our approach to small decisions impacts how we make larger ones.

The meetings industry is brimming with beautiful minds and creative powerhouses. If we can also tap into the brain power of behavioral science, we will continue to raise the bar for the value, impact, and ROI of meetings.

Go ahead and try it. I promise it will not make your head hurt.

ABOUT THE AUTHOR

Carina Bauer is the CEO of IMEX Group. She can be reached at: carina.bauer@imexexhibitions.com
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CEO & SENIOR STAFF RETREAT



September 18–19, 2017

Hilton Norfolk The Main

**For more information
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VOLUNTEER COMMITTEES AND TASK FORCES

The following committees and task forces are comprised of member volunteers with the purpose of supporting the programs and activities of VSAE.

These volunteers are your association leaders, and they play a large part in ensuring you are getting the most from your membership.

AUDIT

Chair: D. Walton, CAE

Works with auditors and recommends approval of the audited financial statements and related management letter to the Board of Directors.

AWARDS

Chair: Rick Eisenman

Sets appropriate guidelines for the VSAE Awards of Excellence, Associate of the Year Award, and Career Service Award. Makes recommendations for those awards. (Members are past recipients of awards.)

CAE COMMITTEE

Chair: Laura Cobb, CAE

Promotes the Certified Association Executive (CAE) credential and plans study groups. (CAE members only.)

COMMUNITY SERVICE

Chair: Cassie White

Organizes community service activities and fundraising activities to support charities suggested by the membership.

CONFERENCE TASK FORCE

Chair: Abby Tammen

Promotes attendance, recruits sponsors, and assists staff with conference planning and marketing.

EDUCATION

Chair: Amy Hewett, CAE

Develops educational content for VSAE events including speakers at the Annual Conference, the Expo, and Monthly Seminars.

EXECUTIVE

Chair: Scot McRoberts, IOM

Assumes responsibility of the operation of the Society between board meetings and provides the President and Executive Director with ideas for the successful accomplishment of the Society's goals and objectives.

GOVERNMENT AFFAIRS

Chair: Bob Bradshaw, MAM

Monitors state legislative, executive, and regulatory actions that impact association management. (Executive members only.)

MEMBERSHIP

Chair: Katie Hellebush

Promotes membership and assists with member retention. Welcomes new members.

NOMINATING

Chair: Barbara Homiller, CAE

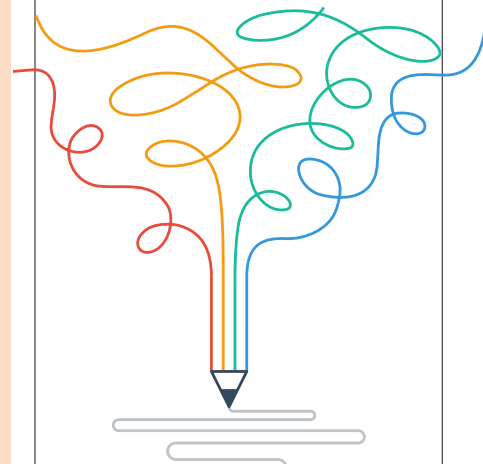
Solicits input from the membership and makes nominations for the officers and directors of VSAE.

SILENT AUCTION TASK FORCE

Chair: Kevin Bayes

Promotes Silent Auction primarily through soliciting donations.

Share Your Experience!



VSAE's *Association Press* newsletter welcomes your articles based on an interesting case study, lessons learned, or practical strategies that might be useful to other Virginia association professionals.

Guidelines for writing for the newsletter are simple.

- ✓ Write from your own experience.
- ✓ Include practical, how-to information, and examples.
- ✓ Articles should not exceed 1,100 words.
- ✓ Do not make it a commercial. The newsletter is intended to educate, not to promote specific services.
- ✓ Make it original. Use your own voice and experiences. If you cite the ideas and/or published content of others, be sure to attribute it appropriately.

VSAE reserves the right to edit or publish items based on content and available space.

If you have any questions about submitting an article, please write Brandon Robinson at brandon@vsae.org or call him at (804) 249-2234.

PARTNER HIGHLIGHT:

KINGSMILL RESORT

When you think of heading to Kingsmill Resort for a meeting, the first thing that comes to mind probably isn't staging a mini-Olympics.

But that's just what the staff at Kingsmill Resort did for a group of executives during a recent meeting. The group was interested in teambuilding, so Kingsmill offered a series of competitions including basketball, shooting, golf chipping, and their famous amoeba creep relay.

"When teambuilding first comes up, we ask the group leader about their objective. What are you trying to accomplish?" says Richard Keurajian, Kingsmill's Vice President for Sales and Marketing. "At Kingsmill we have a perfect environment to bring people together and spark creative thinking to allow team members to build relationships and to go back to their jobs and be more productive, but we first want to match activities with the needs of the group."

There's an answer to every question in Kingsmill's endless menu of team-building options for any size group.

Interested in a fun, social outing? There's the Brew Bus with stops at three craft breweries in the Williamsburg area or the Grape Escape, a winery tour in style by limousine.

Want to build camaraderie with a team competition? Try the nine-hole putting green contest or the marina Olympics featuring kayaking and beach cornhole.

"We want to inspire people to do more when they come to Kingsmill," Keurajian says. "That's why they go to a resort instead of a freestanding hotel."

Teambuilding has a wide array of benefits, according to research, from improving morale to developing problem-solving skills to enhancing communication and embracing change.

Two decades ago, teambuilding was often a large group playing a round of golf together. While golf is still very popular, a resort like Kingsmill now offers a multitude of possibilities on the property and off. The resort's Segway



tour around the beautiful grounds offers a chance to recharge with the beauty of Mother Nature. A trip to a nearby treetop adventure course is an adrenaline rush. A team chili competition guarantees foodie fun.

For the Virginia Council of CEOs, Kingsmill's staff created a nine-hole competition on the putting greens, a sort of mini-golf on grass with obstacles for each hole ranging from rocks and pebbles to tunnels.

The setup allowed both scratch golfers, duffers, and people who had never picked up a club to compete and work together. It was also a chance

for people who had been indoors for five hours to get outside.

"When you have people at a conference, it's good to change the environment and have them do something physical," says Scot McRoberts, the council's Executive Director. "It was an activity that helped people build relationships by the mere fact they're doing something together."

CONTACT:

For more information, please call **Joe Barrow** at (757) 253-3925 (toll-free (800) 982-2892) or write him at joseph.barrow@kingsmill.com.

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AROUND THE COMMONWEALTH



Jo Edgerton Heath, Managing Director at HelmsBriscoe, received her 18th Top Producer Award for **HelmsBriscoe** and was inducted to HelmsBriscoe's Hall of Fame.

Paul Howe, Executive Director of Virginia Forestry Association, is now serving on the American Forestry Foundation's Woodlands

Operating Committee, providing guidance for the American Tree Farm System and other woodland related activities.

Bob Hudson has been promoted to Director of Sales at the **Hilton Richmond Hotel & Spa at Short Pump**.

WELCOME NEW MEMBERS

EXECUTIVES

April Payne
VA Health Care Association
Richmond

Member-Get-A-Member

Prorated dues offered June 1. Invite a colleague to check us out at the June 2 Monthly Luncheon & Seminar. Contact Tracie for registration options at (804) 249-2244.

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If you will be at ASAE's Annual Meeting & Exposition in Toronto in August (see ad below), join your colleagues from VSAE and from other states for the **Southern SAE Reception** on Monday, August 14.

RSVP at vsae.org/asaareception.



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