



— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

# YOUR *association* PRESS

DECEMBER 2017



(From left) VSAE President Scot McRoberts with the Award of Excellence recipients: **Dale Bennett; Barbara Homiller, CAE; Debbie Dabney; and Kurt Krause.**  
Photo by David Proett Photography.

VSAE's highly anticipated and popular Awards Luncheon & Silent Auction was a grand success. Nearly 275 members and guests enjoyed the festivities at the **Hilton Richmond Hotel & Spa at Short Pump**, including a delicious lunch and participation in both the Silent Auction and the Grand Prize live auctions, proceeds of which support both VSAE and the local charity, Good Neighbor Village, Inc.

The highly coveted VSAE 2017 Awards of Excellence were presented to four special and deserving individuals who reflect the best in the association industry. Congratulations to the following award recipients.

#### CEO AWARD OF EXCELLENCE

The CEO Award of Excellence is the highest award VSAE can bestow. This award is given

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## Dr. Holsworth to Discuss Virginia Politics



Join VSAE on **Friday, January 5, 2018** at the **Omni Richmond Hotel** to start the year with **"Virginia Political Outlook 2018,"** an insightful review and prediction of the Virginia political landscape by Dr. Robert Holsworth of DecideSmart.

Dr. Holsworth is a local analyst with a Ph.D. from the University of North Carolina at Chapel Hill and is a retired VCU professor where he taught courses in Virginia politics, American politics, and political theory.

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

### NEXT EVENT

#### VIRGINIA POLITICAL OUTLOOK 2018

Friday, January 5  
Omni Richmond Hotel

Speaker:  
Dr. Robert Holsworth  
DecideSmart

9:45–10:00 a.m. Registration  
10:00 a.m. Presentation

How To Get The Most Out of  
Your VSAE Membership

11:00–11:45 a.m. Networking  
Reception

11:45 a.m.–1:30 p.m. Luncheon

Virginia Political Outlook 2018

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

### UPCOMING EVENTS

#### COMMUNITY SERVICE: FEEDMORE WEEKEND BACKPACK PROGRAM

Tuesday, January 16  
FeedMore, 1415 Rhoadmiller Street

#### SENIOR STAFF SIG: NEW TECHNOLOGY AND THE IMPACT ON EDUCATION PROGRAMS AND CONFERENCES

Friday, January 26  
Virginia Bankers Association

#### SEMINAR SERIES: "TRANSFORMING BEHAVIORS THAT IMPACT YOUR BOTTOM-LINE IN YOUR MEMBERSHIP ORGANIZATION"

Friday, February 2  
The Jefferson

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



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## VSAE Supports Good Neighbor Village, Inc.



Good Neighbor Village, Inc. board members (from left) Carolyn Hodgins, Mary White, Sandy Thompson, Michael Thompson, Karen Fields, and Judy Knauf with a check from proceeds of the recent Silent Auction.

As a result of the strong support from this year's donors to the Silent Auction and the Grand Prize live auctions, VSAE was able to make a generous contribution to the **Good Neighbor Village, Inc.** This money will go toward providing a residential opportunity in a community setting for adults with mild to moderate intellectual disabilities. Thank you to all who donated for your continued support.

Good Neighbor Village started in 1987 as the dream of several local families who had children with intellectual disabilities. These parents wanted to create a residential community where their children could thrive with the appropriate support programs. Since then, Good Neighbor Village has grown into a nurturing and supportive community that meets both the physical and intellectual needs of their residents. For more information, visit [goodneighborvillage.org](http://goodneighborvillage.org).

## MEMBER SPOTLIGHT

Ally Barbour

Communications/Media Manager  
Independent Insurance Agents of Virginia



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

The thing I like most about my job is that no two days are the same. I work with all departments within our organization and enjoy helping those departments get their specific messages out to our members in creative ways.

### What have been some challenges with communicating with your membership?

Segmenting our members to really get them the information they want is a big challenge—we often end up sending them blanket information. I would eventually like each member type to receive their own emails with information specific to them and their roles.

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

Carter Lyons has been a huge mentor for me in the past year. She has shown me what it takes to not only be successful in my career but what it takes to be a good person and has truly inspired me to always be willing to learn and grow.

### What's on your music playlist?

I listen to country music most of the time but when I need to focus and get things done my go-to is Frank Sinatra radio.

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

The Houston Texans are my team and J. J. Watt is my man. Anyone who knows me well knows that I will launch into any discussion or heated debate on either subject with passion.

### What drew you to the association industry?

I have worked in non-profits before, found the position with IIAV, and took a chance. I am so glad I took the leap because I truly love it. I love what I do, who I work with, and our members.

### What are you most proud of?

I am most proud of the family I come from and all the support I have around me. I am proud to be a part of something bigger than myself.

### What's your favorite movie genre?

Romantic comedies are my go-to. The cheesier the love story, the better.

### What three words best describe you?

Passionate, systematic, and loyal.

### What are your favorite apps to use for work? For play?

For work, I love Canva and Trello. Both are free and are must-haves for the communications or marketing field. For play, I am a Pinterest fanatic.

### What piece of advice would you give someone new to the association world?

Learn as much as you can and meet as many people as you can. I have greatly benefited from learning from others and allowing myself to do things the way others do them instead of always doing it the same way.

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# THANK YOU TO ALL OF OUR 2018 PARTNERS

VSAE Partners are Associate members who are actively engaged and financially committed to supporting VSAE and all its programs and services. It is with their support that VSAE is able to keep membership dues low, programs affordable, and services aligned to the needs of members. These Partners have committed to a level of support for 2018 through advertising, sponsorship, and scholarship.

The 2018 Partners are committed to helping VSAE realize its strategic goals of strengthening your association community and delivering value to members. When looking for industry services for your association, VSAE encourages you to reach out to these partners first to see how they can deliver more value to your association and its members.

If you are interested in becoming a partner, there are still plenty of advertising and sponsorship opportunities available to make your mark on the society for Virginia's association professionals. Visit [vsae.org/partnerprogram](http://vsae.org/partnerprogram) for more information.

## PRESIDENT'S CLUB



Matt Polansky  
Colonial Williamsburg  
Hotels



Michelle Catalla, CMP  
Hilton Norfolk  
The Main



Randy Cummins  
James River  
Audio Visual Services



Joe Barrow  
Kingsmill Resort  
& Golf Club



Lisa MacArthur  
Virginia Beach Convention  
& Visitors Bureau

### BENEFACTOR

Greater Richmond Convention Center  
Hilton Richmond Hotel & Spa at Short Pump  
Hotel Madison & Shenandoah Valley Conference Center  
Norfolk Waterside Marriott  
The Omni Homestead  
Sheraton Norfolk Waterside Hotel

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Omni Richmond Hotel  
Richmond Region Tourism  
The Tides Inn  
Virginia Beach Resort Hotel & Conference Center  
Visit Virginia's Blue Ridge  
Wyndham Virginia Beach Oceanfront

# Thank You!



## AWARDS OF EXCELLENCE

> continued from page 1

annually to an outstanding association professional who has been nominated by his peers in recognition of his leadership and achievement, not just to his own association or VSAE, but to the entire association industry.

### **Dale Bennett, President & CEO, Virginia Trucking Association**

Dale is a consummate professional and a trusted resource for many in the association industry. He has served the association community for over 30 years building a reputation as a hard-working lobbyist for the trucking industry at the General Assembly. Dale has been a VSAE member for 27 years. In fact, since 2010, no VSAE member has attended more events than Dale, making him one of the most recognizable leaders in VSAE.

### **ASSOCIATION STAFF AWARD OF EXCELLENCE**

The Association Staff Award of Excellence annually recognizes an association staff professional for her contributions to their association and VSAE. Criteria for this award include high integrity, professionalism, peer recognition, a record of success in association management, and consistent leadership and service to VSAE.

### **Barbara Homiller, CAE**

Barbara has been an association leader with VSAE for many years. She has held numerous leadership positions for VSAE, including her current position as Immediate Past President. Recently retired as Chief Operating Officer for the Better Business Bureau Serving Central Virginia, Barbara is one who is always looking to do what is best for her members, for VSAE, and for the future leaders of this industry.

### **ASSOCIATE MEMBER AWARD OF EXCELLENCE**

The Associate Member Award of Excellence recognizes an Associate member who has distinguished himself through professionalism and customer service.

### **Kurt Krause, Managing Director, Hilton Norfolk The Main**

Kurt is a dedicated supporter of VSAE, who has been a loyal volunteer and has served in numerous ways, including on the Annual Conference Task Force and the VSAE Board of Directors. He has hosted an Annual Conference in the past and will do so again at another property in 2018. Kurt's dedication to excellence in his work has earned him this recognition.

### **CAREER SERVICE AWARD OF EXCELLENCE**

The Career Service Award of Excellence is presented to an individual outside the field of association management who through hard work, pleasing personality, and dedication to her job, has provided exceptional service to your association community over the years.

### **Debbie Dabney, Catering & Conference Planning Manager Keswick Hall & Golf Club**

Debbie has a long history in the hospitality industry. Her attention to detail, superior organizational skills, and amazing customer service make coming to her property a truly enjoyable experience and what earned her this award.

### **WINE RAFFLE**

New this year was a wine raffle. Attendees purchased raffle corks for \$20 for a chance to win a bottle of wine, many of which were high-end wines worth well over \$20.

Thank you to all who participated in the 2017 Awards Luncheon and Silent Auction by doing your part in supporting this year's local charity, donating to the FeedMore: Central Virginia Food Bank, and showing your pride in VSAE.



Top: Steve Akridge, Katie Frazier, Doug Gray, and Bob Bradshaw.  
Second: Kelly Burd-Adams, Sarah Gouger, and Rachael Van Liew.  
Third: Nicole Cox, Matt Polansky, Tom Spong, and D. Walton.  
Fourth: Attendees bidding on Silent Auction items.  
Right: A selection of wines for the Wine Raffle.

Photos by David Proett Photography.



## WELCOME NEW MEMBERS

### EXECUTIVES

#### Alison Cockrell

Custom Management Group  
Charlottesville

#### Michelle Dickinson

VA Assisted Living Association  
Henrico

#### Phyllis Long

VA, MD, DE Association of  
Electric Cooperatives  
Glen Allen

#### Rachel Reim

Associated General  
Contractors of Virginia  
Glen Allen

### ASSOCIATES

#### Laura Hurtt

DoubleTree Hilton Richmond-Midlothian  
Richmond

#### Christopher Kelly

Newport News Marriott  
at City Center  
Newport News

## IT'S TIME TO RENEW!

Your VSAE 2018 membership renewal is now available online.

**PAYMENT MUST BE MADE BY  
JANUARY 31 TO REMAIN ACTIVE.**

Here is how you can renew.

1. Log into **vsae.org** with your member credentials.
2. Click "Member Center" on the menu bar.
3. Click "Your Organization" under "My Profile."
4. Click "Invoices."
5. Pay online via credit card or print and mail with a check.

If you have questions,  
write Tami at [tami@vsae.org](mailto:tami@vsae.org).



VSAE has released its  
**2018 CALENDAR OF EVENTS.**

Visit **vsae.org** to see all the great  
education and networking  
scheduled for next year.

The website has topics for the 2018  
Seminar Series, information on Annual  
Conference, charts to track your CAE  
hours, and a link to download the 2018  
calendar to your favorite calendar app.

## THANK YOU TO OUR 2017 PARTNERS

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The Greenbrier  
Hampton CVB  
Keswick Hall & Golf Club  
Lynchburg Tourism  
MemberClicks  
Newport News Tourism  
Development Office  
Omni Charlottesville Hotel  
Omni Richmond Hotel  
Richmond Marriott Short Pump  
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Sheraton Roanoke Hotel  
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## PARTNER HIGHLIGHT:

With its rich heritage and celebrated maritime history, Newport News is a top city for meeting planners to discover. Minutes from Williamsburg and a short drive to Virginia Beach, Newport News is the ideal location for first-rate accommodations paired with exceptional world-renowned museums, shopping, creative local cuisine, and boatloads of fun.

**The Holiday Inn Newport News at City Center** is opening in the spring of 2018. Formerly the Omni Hotel, the Holiday Inn Newport News will return to City Center offering 183 guestrooms, a restaurant, and 10,000 square feet of meeting space. LTD Hospitality group purchased the property in December 2016 and began the \$15 million restoration soon thereafter. The Holiday Inn Newport News at City Center joins the **Newport News Marriott at City Center** with its 256 guestrooms, Kitchen 740 Restaurant, and 20,000 square feet of meeting space. These are two great opportunities for your next meeting.

Visit [holidayinnnewportnews.com](http://holidayinnnewportnews.com) and [marriott.com/hotels/travel/phfoy-newport-news-marriott-at-city-center](http://marriott.com/hotels/travel/phfoy-newport-news-marriott-at-city-center)

### GOLF MUSEUM AT JAMES RIVER COUNTRY CLUB

On July 2, 1932, Archer M. Huntington, the principal owner of the Newport News shipyard in the first part of the 20th century and responsible for building the world-renowned Mariners' Museum, opened the doors to the Golf Museum at the James River Country Club. This was four years prior to the U.S. Golf Association's initiative to begin collecting its own artifacts in preparation for its museum, thereby awarding this Newport News attraction the title of "oldest golf museum in the United States." Highlights include the oldest identifiable golf club in the world, dating back to 1790; the oldest book in the world with reference to golf, dating back to 1566; an 1836 map of St. Andrews' old golf course;

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and putters and clubs used by Harry Vardon, Horace Rawlins, Bobby Jones, Gene Sarazen, Sam Snead, and others. Admission to the museum is free, and space can be rented for receptions, luncheons, meetings, and more. Visit [jamesrivercountryclub.com](http://jamesrivercountryclub.com)

### NEW BOATHOUSE LIVE IN CITY CENTER AT OYSTER POINT

Boathouse Live is a restaurant and live music venue dedicated to providing a dynamic atmosphere for both artists and audiences alike. With a capacity to handle 1,000 concert-goers, a full-service restaurant and bar, and national and regional entertainment presented on a specially designed stage with high-quality sound, lights, and video, the nighttime entertainment "bar" has been raised to a new level in Newport News. Boathouse Live joins an existing entertainment friendly

area offering Cinemark City Center 12, a luxury movie theater great for private screenings or corporate presentations; The Lock-In, where puzzle-filled rooms challenge your group to decipher codes to escape; Wine & Design, a fun and relaxing step-by-step painting class led by local artists with different paintings nightly; along with unique shopping and more than 15 restaurants, cafés, and specialty food stores. Visit [citycenteratoysterpoint.com](http://citycenteratoysterpoint.com).

## WANT MORE INFO? CONTACT:

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[cmorales@nnva.gov](mailto:cmorales@nnva.gov)  
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## AROUND THE COMMONWEALTH



**Susan Horton**, Sales Manager at *Virginia Business Magazine*, is retiring at the end of the year. She has been with *Virginia Business Magazine* for over 30 years.

**Zakiya Hyman** is now Assistant Director of Sales with Wyndham Virginia Beach Oceanfront.

**Mary Jo O'Hallahan** is now Sales Manager with Westin Richmond Hotel.

**Debbie Smith** is now Senior Sales Manager with **Delta Hotels by Marriott Richmond Downtown**.

The **VA Society of Certified Public Accountants** reports the following promotions:

**Laura Cobb** is Senior Manager, Innovation and Leadership. She had been Member Engagement Manager.

**Richard Gordon** is Senior Manager, Member Services and Operations. He had been Education Manager.

**Julia Henderson** is Membership Development Director. She had been Membership Marketing Manager.

**Amy Mawyer** is Vice President, Learning. She had been Vice President, Strategy and Development.

**Linda Newsom-McCurdy** is Senior Director, Learning. She had been Education Director.

**Lauren Simonetti** is Student and Member Engagement Specialist. She had been Student and Member Engagement Coordinator.

**Molly Wash** is Academic Engagement Director. She had been Career and Leadership Development Director.

**Emily Walker**, Vice President, Advocacy, with the VA Society of Certified Public Accountants, is chair of ASAE's Public Policy Committee.

## PRIZE WINNER

Congratulations to **Shannon McCabe**, of the Virginia Forestry Association, who is the November meeting evaluation prize winner. Shannon won a one night stay at the **DoubleTree by Hilton Richmond-Midlothian** with a tin of DoubleTree cookies.

Be sure to send us your feedback on our Seminar Series by completing the evaluation survey. Your comments are important to us for planning future successful events.



## HEALTH CARE CORNER

The Treasury Department and IRS have published 2018 guidelines for Health Savings Accounts "HSAs". The 2018 guidelines are below:

### HSA Contribution Limits

Individual contribution limit: \$3,450  
Family contribution limit: \$6,900  
(Age 55 catch-up provision 1k)

### HSA Deductible Amounts

Individual minimum deductible: \$1,350  
Family minimum deductible: \$2,700

### HSA Out-of-Pocket (OOP) Amounts

Individual OOP maximum: \$6,650  
Family OOP maximum: \$13,300

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