



MEMBERBALL:

Increasing Member Engagement and Satisfaction Through Innovative Data Analysis

Join VSAE on **Friday, March 2, 2018** at the **Hilton Richmond Downtown** for the March Seminar Series with Lunch. Shomari McCrimons, CAE, will present **"Memberball: Increasing Member Engagement & Satisfaction Through Innovative Data Analysis."** Based off the 2011 movie, *Moneyball*, this session will detail how associations can utilize data to create unique metrics that drive member engagement and satisfaction like professional sports franchises. Learn what new data trends your associations should be measuring and innovative ways to evaluate your association's social media presence to effectively drive member engagement and satisfaction. The lunch presentation will be **"Three Tools Your Organization Can Start Using Today to Gather and Analyze Data More Efficiently."**

REGISTER AT VSAE.ORG.

REGISTER NOW FOR ANNUAL CONFERENCE

**IDEAS
THAT WORK**

Advocacy | Communications | Leadership | Meetings

Registration is now open for the 2018 VSAE Annual Conference, May 6–8, at **Hilton Norfolk The Main**. This year's focus is on ideas, presented in four breakout session tracks—Advocacy, Communications, Leadership, and Meetings. Learn everything you need to know to excel for your association and its members.

In addition to the top-notch educational content, there will be plenty of networking opportunities for you and your colleagues. Enjoy receptions as well as pre- and post-conference activities like Nauticus and a battleship tour, a Norfolk brewery tour, golf at Riverfront Golf Club, and a Norfolk Tides baseball game. All are great places to unwind, have some fun, and meet fellow association leaders.

Read all of the details in the enclosed brochure and register today at vsae.org/annual.

NEXT EVENT

SEMINAR SERIES WITH LUNCH

Friday, March 2

Hilton Richmond Downtown

Speaker: Shomari McCrimons, CAE

8:00 a.m. Registration

8:30–11:00 a.m. Seminar

"Memberball: Increasing Member Engagement and Satisfaction Through Innovative Data Analysis"

11:00–11:45 a.m. Reception

11:45 a.m.–1:30 p.m. Luncheon/
Presentation

"Three Tools Your Organization Can Start Using Today to Gather and Analyze Data More Efficiently"

Register at vsae.org.

UPCOMING EVENTS

COMMUNITY SERVICE: WEEKEND BACKPACK PROGRAM

Tuesday, March 6

FeedMore

SENIOR STAFF SIG

Friday, March 23

VA Transportation Construction Alliance

SMALL ASSOCIATION CEO SIG

Tuesday, March 27

VA Agribusiness Council

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



**BROCHURE
ENCLOSED**

**REGISTER TODAY AT
VSAE.ORG/ANNUAL**

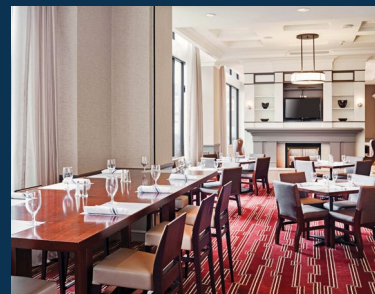
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RICHMOND DOWNTOWN

Leadership reflections



Brandon Robinson, CAE
VSAE Executive Director

In last month's column, I wrote about a few exciting changes for VSAE in 2018, namely the rebranded Seminar Series and Association Leadership Virginia, VSAE's leadership development program. The Seminar Series began this month at The Jefferson Hotel and was a tremendous success. While February is usually a lower attendance month given the General Assembly session, we had to close registration for this month's event due to having reached capacity.

Meanwhile, applications for Association Leadership Virginia are open. This program is for anyone interested in positions of leadership in an association, regardless of age. The program begins at this year's Annual Conference. More information is available at vsae.org/ALV.

Just as important as what *is* changing for VSAE is what *is not* changing. VSAE's mission remains association professionals connecting, learning, and leading. Our strength has always been the amazing group of professionals who engage with each other through VSAE. Nowhere is this more apparent than through VSAE's Shared Interest Groups (SIGs).

One of my goals for 2018 is to attend at least one meeting of each of VSAE's SIGs. In January, I had the pleasure of attending the Senior Staff SIG. This group of senior staff professionals had a great discussion on a myriad of issues, such as mobile event apps, marketing their association's professional education, and creating VIP experiences for members. I walked away with a page of notes, ideas, and suggestions.

The SIGs are one of VSAE's greatest resources and they are completely free for Executive members to join and participate. How are you getting plugged into a SIG? Learn more at vsae.org/shared-interest-groups.

MEMBER SPOTLIGHT

Susan Motley, CAE
Executive Director
Mission to Strategy



What are you working on that's new and different? A re-branding project for an organization whose members are undergoing tremendous change in their profession - including core purpose, a proposed name change, and who can be a member.

What do you like most about your job? The variety. There is always the "to-do" list for each day, and then what actually happens.

What is your greatest challenge at work? Helping association leaders deal with rapid, sometimes overwhelming change, and how that impacts their role in board governance and strategic planning.

What do you enjoy doing in your time away from work? I am a big fan of professional cycling. I follow it relentlessly and participate on a fantasy team for the Tour de France.

What's on your music playlist? Classic 70's rock, female vocalists I can sing along with like Adele, and the Hamilton soundtrack.

What sports/teams do you root for? The Redskins and Duke. And Peter Sagan, the only professional cyclist to have ever won the world championship title three times (first was in RVA and I was there).

What drew you to the association industry? The appeal of working with a group of people brought together by a common cause to do something for the greater good.

How do you recharge? I love to travel, daydream about travel, plan trips, hang out with family and friends, and my book club. Occasionally, a nice glass of wine and the sound of silence.

What advice would you give your younger self? Don't ever let someone else broker your relationships. Take accountability and learn to have important conversations constructively. Have fun.

What's the most important lesson you've learned in the last 3 years? Not everyone needs a 10-year plan. Sometimes the best and most fun opportunities come when you least expect them, and you have to be willing to take a leap of faith and veer off your "plan."

What are your favorite apps to use for work? For work, I am a big fan of Evernote. For play, I like Rome2Rio and PodCruncher.

What piece of advice would you give someone new to the association world? Listen to many diverse voices, and separate them from the loudest ones. Be relentless about getting the input you need to make important decisions. Dig deep, and just when you think you have enough input, get more.



VSAE is now accepting donations for Annual Conference raffle prizes. If you would like to support VSAE by submitting an item for the raffle, please write info@vsae.org.

Tell Us Your Story.



Back by popular demand, this year's Annual Conference will again feature IGNITE presentations from attendees. IGNITE presentations are fast-paced five minute presentations with 20 slides that auto-advance every 15 seconds. Topics range from the personal to the professional. ALL ATTENDEES are invited to submit their ideas to give an IGNITE presentation at this year's conference.

Learn more at vsae.org/ignite.

NEW!

ASSOCIATION LEADERSHIP VIRGINIA

VSAE's recently launched leadership development program, Association Leadership Virginia, is aimed at developing the next generation of leaders for the Commonwealth's association management industry. There are plenty of leadership development programs though there is no program that combines personal leadership development with the unique skills of leading an association in Virginia...until now.

Association Leadership Virginia is a leadership journey. During the year-long cohort-style program participants will learn about their communication styles and how they affect their own personal leadership. They will map out a plan to achieve their goals regardless of career stage. Participants will then apply these leadership lessons as they learn about all the important aspects of running a membership association here in Virginia. See a full list of these content pillars at the website listed below.

At the end of the program, the participants will graduate as more rounded leaders better educated about association management. They will also have a network of colleagues on whom they can call for counsel. And the associations that employ them will have more effective, efficient, and productive workers to best serve their constituencies. This is not a program solely focused on soft-skills and personal development. It is a program that will use those skills to build association leaders for the future.

If you are interested in developing your leadership skills in the association industry, then see below on how to apply to this one-of-a-kind program.

**For more information, visit
vsae.org/ALV.**



2018 Call for Volunteers

Be involved and volunteer with VSAE. Volunteering is an excellent way to give back to your association community. VSAE's committees are instrumental in a variety of activities. They help plan the educational content for meetings, recruit new members, and market events like the Annual Conference and the Fall Conference (formerly the Educational Symposium & Expo). Volunteering is also a great way to network and meet other members with similar interests.

On Thursday, February 15, VSAE will send out its 2018 Call for Volunteers email invitation. The email will include a link to a form. If you want to volunteer to serve on a committee, to be a New Member Mentor, or to be a Content Leader, respond to that message by completing the form. The Call for Volunteers closes on Thursday, March 15, and members will be notified of any appointments by mid-April.

VSAE depends on volunteers to help guide the association throughout the year. Serve your association community by volunteering today.

The following groups will be seeking volunteers to begin May 1.

■ **CAE**

Chair: Laura Cobb, CAE

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

■ **Community Service**

Chair: Rachael Van Liew

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

■ **Conference Task Force**

Chair: Richard Gordon

Promotes attendance, recruits sponsors, and assists staff with conference planning and marketing (including summer retreats and summits).

■ **Education**

Chair: Anne Gardner, CAE

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

■ **Government Affairs**

Chair: Bob Bradshaw, Jr., MAM

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

■ **Membership**

Chair: Katie Hellebush, CAE

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

■ **Silent Auction Task Force**

Chairs: Kevin Bayes & Jordan Vallerga

Promotes Silent Auction primarily through soliciting donations.

There are also other ways to volunteer:

■ **New Member Mentor**

Developed by the VSAE Membership Committee, this program facilitates the integration of new VSAE members into your association community. Mentors reach out to new members, provide a network link, and help them navigate VSAE.

■ **Content Leader**

Share your expertise or experiences in association management with members by presenting at a VSAE event or writing for the *Association Press* newsletter. More information on speaking at a VSAE event is available at vsae.org.

If you have questions about volunteering with VSAE or any of the committees, please call Brandon Robinson, CAE at (804) 249-2234 or write him at brandon@vsae.org.

The Secret to Recruiting and Keeping Association Volunteers

You need volunteers to keep your association humming. Recruiting them can be tough. Retaining them can be even tougher. However, if you unlock the secret to the psychology behind volunteering, you'll have the formula that works.

Why DON'T people volunteer?

According to a recent GrowthZone survey, recruiting and retaining members is one of the top 5 challenges faced by member-based organizations. So, it's no surprise that the list of reasons for not volunteering may be infinite. Some common reasons cited by survey respondents include:

- ✓ "I don't have the time."
- ✓ "I'm doing things with my family."
- ✓ "I have a full-time job."
- ✓ "I already have too many priorities."

Why DO people volunteer?

According to renowned psychologist David McClelland, people have three motivation drivers regardless of gender, culture, or age.

ACHIEVEMENT: People want a sense of accomplishment and to learn new skills.

AFFILIATION: The ability to meet and connect with others is huge. So is having a sense of belonging and feeling part of a worthy cause.

POWER: People thrive on status and recognition. They love making an impact on others and playing to win.

ABOUT THE AUTHOR

Amy Gitchell is a Marketing and Research Specialist at MemberZone, providers of the first association management software with fully-integrated sales funnel management. Visit memberzone.com for more information.



ASAE conducted the Next Gen 13 Millennial study to learn more about young professional association members. When the young professionals (aka Millennials) were asked why they volunteer in an association, 61% said it was to gain professional expertise, and 51% responded they participate for networking opportunities.

When respondents were then asked why they don't volunteer in an association, 45% said they simply weren't asked to volunteer.

"I would volunteer a lot more if it meant I was able to connect with higher up members in the organization. Often though, you don't meet anyone except the volunteer coordinator," shared one respondent to the Millennial Impact Project by The Case Foundation.

What do volunteers want?

Volunteers want to:

- ✓ Feel welcome, be communicated with regularly, and feel like you are prepared for them.
- ✓ Be thoroughly trained and know up front how much time the job will take.
- ✓ Do interesting work and learn something new.
- ✓ Be socially connected with other members.
- ✓ Be appreciated and know they are making a difference.

What does this mean to your Association?

By understanding what motivates people, you can assign tasks that meet their motivation driver. Suddenly, you have happy and fulfilled volunteers that keep coming back for more.



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PRIZE WINNER

Congratulations to **Emily Walker, CAE**, of the VA Society of CPAs, who is the January evaluation prize winner. Emily won a one-night weekend stay with breakfast for two at the **Omni Richmond Hotel**.

Be sure to send in your feedback on VSAE events by completing the evaluation survey. Your comments are important for planning future successful events.

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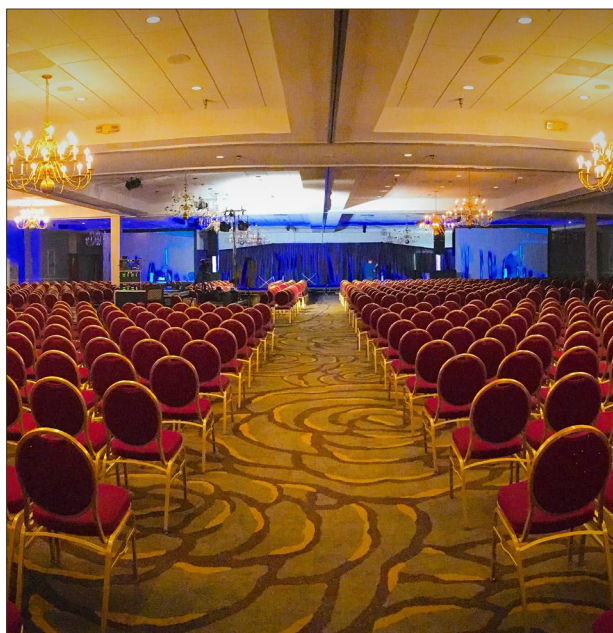
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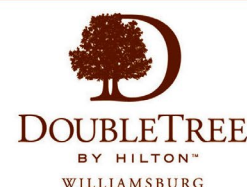
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- Newport News Tourism Development Office
- The Omni Homestead Resort
- Salamander Resort & Spa
- Stonewall Jackson Hotel & Conference Center
- Visit Fairfax

■ VisitNorfolk

■ Wytheville Convention & Visitors Bureau

Brittany Bagley is now the Sales Manager at **Westin Virginia Beach Town Center**.

Lorna Battles is now the Director of Sales & Marketing at **Four Points by Sheraton Richmond**.

Sarah Grant is now the Director of Sales at **Four Points by Sheraton Richmond Airport**.

Lindsay Larkin is now the Regional Coordinator at **United Network for Organ Sharing (UNOS)**.

Joann McElmurray is now a lifetime member of VSAE.

Congratulations to **Shannon McCabe, CAE**, **Kristin Sorotki, CAE**, and **Jennifer Thomas, CAE**, for successfully earning the CAE designation.

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February 22

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