

Leading Through the Eyes of Those You Lead

If you've ever wondered how to be a better leader, you'll want to attend the **Seminar Series with Reception** on **Thursday, September 6** at the **University of Richmond's Jepson Alumni Center**, where content leader Kevin Eastman will present, "**Leading Through the Eyes of Those You Lead.**" Kevin will take you behind the scenes of some of the most successful professional sports teams today and share with you how they view the position of leadership. In today's competitive environment it is crucial that leadership understand the deeper needs of those they lead in order to create the all important "buy in." Kevin will discuss topics ranging from what "real" leadership is, to the five leadership musts, to the four most sought-after needs of those we lead. In addition, he will address some of the 25 most powerful words that all successful athletes, coaches, leaders, teams, and organizations live by.



Kevin Eastman is a corporate speaker and an internationally known basketball clinician who brings his knowledge and experience in sports to the business world. He speaks on various topics, including championship culture, teamwork, leadership, motivation and individual success.



VSAE 2018 FALL CONFERENCE
Education | Networking | Tradeshow

Join VSAE on October 3 & 4 at the **Hilton Richmond Downtown** and the **Greater Richmond Convention Center** for Virginia's premier conference and tradeshow for association executives, professional meeting planners, and other qualified non-profit leaders. The conference begins with a networking reception on Wednesday, followed on Thursday by an entertaining and enlightening keynote presentation about enhancing leadership, relationships, and membership engagement by Sherene McHenry, PhD, LPC. Other sessions

include emergency preparedness planning for meetings and events; membership recruitment, retention, and engagement; and building a successful workplace culture.

By attending this event you can improve productivity, grow your membership, better engage your members, be prepared for an emergency, earn 4+ CAE credits, interact with colleagues, and visit over 60 booths in Virginia's only tradeshow for the association industry.

continued on page 4 >

DON'T MISS IT!

SEMINAR SERIES WITH RECEPTION

Thursday, September 6
Jepson Alumni Center

SCHEDULE

1:00 – 1:30 p.m.Registration

1:30–4:00 p.m.Seminar

"Leading Through the Eyes of Those You Lead"

presented by Kevin Eastman

4:00–5:00 p.m.Reception

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

UPCOMING EVENTS

CEO & SENIOR STAFF RETREAT

September 17–18
The Cavalier

FALL CONFERENCE

October 3 & 4
Greater Richmond Convention Center

SEMINAR SERIES WITH LUNCH

November 2
Four Points by Sheraton Richmond

AWARDS LUNCHEON & SILENT AUCTION

December 7
Hilton Richmond Hotel & Spa at Short Pump

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



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RECOGNIZE YOUR PEERS

DEADLINE: SEPTEMBER 7

Do you know an association executive or Associate member who has gone above and beyond in service to VSAE and your association community? If so, nominate that person for one of the following four VSAE Awards of Excellence.

The **CEO Award of Excellence** is the highest award VSAE can bestow upon one of its Executive members. This award is given to an outstanding chief staff executive who has been nominated by peers in recognition of his or her leadership and achievement.

The **Association Staff Award of Excellence** gives VSAE the opportunity to recognize an outstanding association staff professional for his or her contributions to their association. Criteria for this award include high integrity, professionalism, recognition from peers, a record of success and achievement in association management, and consistent leadership and service to VSAE.

The **Associate Member Award of Excellence** allows the association community to recognize those suppliers and vendors among its membership who have distinguished themselves among their peers through their leadership qualities and professionalism.

The **Career Service Award** is presented to an individual outside of the field of association management who through hard work, pleasing personality, and dedication to his or her job, has provided exceptional service over the years to the association community. Due to the nature of this particular award, nominations may only be submitted by Executive members.

The nominations deadline is Friday, September 7, 2018. Winners will be recognized on Friday, December 7, 2018 at VSAE's Award Luncheon & Silent Auction.

To nominate someone, go to vsae.org/awards-of-excellence.

MEMBER SPOTLIGHT

Katie Newland

Executive Director
ACG National Capital

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

We are in the process of moving offices for the first time in almost twenty years. This relocation offers the opportunity to take a serious look at what is really needed to maximize resources and efficiently run the chapter.

What do you like most about your job?

The people, without a doubt. Our ACG members are terrific, and I am constantly amazed by their willingness to serve the organization. I truly enjoy bringing people together, building a supportive community, and providing value in meaningful ways to help them reach their goals.

What is your greatest challenge at work?

Staying relevant and continuing to build a pipeline for future members. We strive to offer programs and benefits that attract our target market.

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

I am a huge fan of live theater and support many local groups as well as Wolf Trap, the only national park dedicated to the performing arts. Many of my hours out of the office are spent volunteering at Wolf Trap throughout the year.

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

Doing more with less. There's never enough time, staff, money or resources.

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

Gary LaBranche, an ASAE legend, was our president and CEO for almost ten years. He was influential in not only advancing ACG to new heights, but also guiding many association professionals, including myself.

What was the last great piece of advice you received?

Remember your WHY. I heard this at a VSAE retreat and it has become my daily mantra. It helps to keep you focused and your priorities straight.

What are three things you want to do before you die?

I'd like to attend a grand slam tennis tournament, do a mission trip on six continents, and make lots of memories with my children and future grandchildren.

How do you recharge?

Nothing is better than curling up with a good book. I am in two serious book clubs and enjoy author lectures and book festivals.

What character do you most admire in others?

Humility, in its true sense. C.S. Lewis said "humility is not thinking less of yourself, it's thinking of yourself less."



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VSAE 2018 FALL CONFERENCE

Education | Networking | Tradeshow

Keynote Presentation

ROCK YOUR ENGAGEMENT

Sherene McHenry, PhD, LPC
Fully Engaged, LLC



People are complex and relationships can be difficult. What if they didn't have to be so hard? Communicated with clarity and humor, this presentation is full of simple, practical ideas association executives can immediately implement to enhance their leadership, relationships, and membership engagement. Whether you are interacting with a High Flyer, Steady Glider, Lacker, Slacker, or Hacker, the better you understand yourself and others, the easier it is to navigate your way to greater success.

Known as The People IQ Expert™, Dr. Sherene McHenry intentionally increases productivity, purpose, and profitability. As an international speaker who keynotes for professional, business, and academic organizations, Sherene's authentic, quick-witted, and highly engaging presentation will empower, equip, and inspire attendees to immediately begin to act and think differently.

AGENDA

WEDNESDAY, OCTOBER 3

5:30–7:00 p.m.

Networking Reception

Hilton Richmond Downtown

THURSDAY, OCTOBER 4

8:00 a.m.

Registration Opens

8:30–9:50 a.m.

Breakfast & Keynote Presentation

Rock Your Engagement

Sherene McHenry, PhD, LPC | Fully Engaged, LLC

10:00–11:30 a.m.

MORNING BREAKOUT SESSIONS

- **Boost Your Productivity. Increase Your Passion. Have More Fun.**

Sherene McHenry, PhD, LPC | Fully Engaged, LLC

- **Emergency Preparedness For Meetings**

Rick Butts | Omni Richmond Hotel

Bob Ramsey | Virginia College of

Emergency Physicians

Moderator: Carter Lyons | Independent Insurance

Agents of Virginia

- **Creating a Road Map for Transforming Your Workplace Culture**

Jan Bazow | Fortis Leadership Group

- **Membership: Recruiting, Engaging, Retaining Strategies & Tactics, Part 1**

Scott Oser | Scott Oser Associates

11:45 a.m.–2:00 p.m.

Tradeshow

12:15–1:30 p.m.

Lunch in Exhibit Hall

Passport Prize Awarded

1:30–1:45 p.m.

Meeting Planner of the Year Recognition

2:00–3:30 pm

AFTERNOON BREAKOUT SESSIONS

- **Emergency Preparedness For Meetings**

Rick Butts | Omni Richmond Hotel

Bob Ramsey | Virginia College of

Emergency Physicians

Moderator: Carter Lyons | Independent Insurance

Agents of Virginia

- **Membership: Recruiting, Engaging, Retaining Strategies & Tactics, Part 2**

Scott Oser | Scott Oser Associates

REGISTER AT VSAE.ORG/FALLCONF

Attendees must be association professionals, meeting planners, or other qualified non-profit leaders.

RATES	EARLY-BIRD By Aug. 24	ADVANCED Aug. 26 – Sep. 21	REGULAR After Sep. 21
Full	\$85	\$95	\$105
Morning only	\$70	\$80	\$90
Afternoon only	\$60	\$70	\$80
Tradeshow only	\$50	\$60	\$70

FULL registration includes networking reception on October 3, keynote, both breakout sessions, breakfast, the tradeshow (with lunch), and parking on October 4.

MORNING ONLY registration includes breakfast, keynote, a morning breakout session, and tradeshow (with lunch).

AFTERNOON ONLY registration includes tradeshow (with lunch) and an afternoon breakout session.

TRADESHOW ONLY registration includes tradeshow (with lunch).



MICROLEARNING: RESPONDING TO NEW LEARNING STYLES

Education is an endlessly disrupted technology: In a matter of decades it's gone from rote memorization to interaction, physical classrooms to MOOCs, four-year programs to just-in-time training. So microlearning—delivering education in small bursts, often via video—is just the latest shift in an ever-shifting landscape. Attention spans are shrinking, mobile use is expanding, and the need to update skills is constant as tools and technology upgrade more often.

Microlearning makes a lot of sense for many associations. But when the Ohio Society of CPAs (OSCPA) began to pursue its own microlearning program, it ran into a force that's less quick to adapt: regulation.

Scott D. Wiley, FASAE, CAE, president and CEO of OSCP, wanted to ensure that the short videos it was delivering through its Quick Byte series would be accepted for continuing-education credits. But in 2014, when the association began exploring microlearning, accountancy boards only accepted learning delivered in increments of an hour or more.

After several months of appeals by OSCP to the Accountancy Board of Ohio, the state approved a new rule allowing increments as short as 10 minutes to be credited. "We demonstrated the learning environment is changing significantly, and learning research demonstrates that digestible, smaller chunks are a better way to acquire and retain knowledge," Wiley says.

Ohio was the first state to allow credits for microlearning for CPAs; since then, 13 more have followed suit. Wiley expects the number to grow further,

"Learning research demonstrates that digestible, smaller chunks are a better way to acquire and retain knowledge." Scott D. Wiley, FASAE, CAE

if only because the learning style of younger professionals will demand it.

"Five years ago, two-thirds of our members would have been boomers and Silent Generation," he says. "Today, two-thirds of our membership is made up by gen X, gen Y, and gen Z. Creating an experience that's relevant and meets the needs and expectations of a new generation, I think, is critical."

Those demographics have also been on the mind of Hannes Combest, CAE, CEO of the National Auctioneers Association (NAA), for the past year. "When I came in nine years ago, I was told that NAA was dying, that the auction industry was dying," she says. "The average [member] age was 55."

She, too, was alert to the shift to shorter, video-based training. But NAA doesn't have the resources of a large professional society—it serves 3,800 members with a \$2.4 million annual budget—but it's begun to create a microlearning platform by encouraging members to be part of the solution.

In February, NAA will launch a microlearning site with about 10 videos, with 10 to 15 more added each year. A task force identifies topics it wants to cover and solicits members to produce them. Some training is involved—one of the first videos is about how to shoot video—but Combest says the program meets members where they already are. Many members focus on online auctions, where quality videography and photography are essential. "While they may not be professionals in

video production, they are professionals in terms of taking videos," she says.

That work helps further alleviate some of those aging-member concerns Combest faced when she came aboard. The average NAA member age is still 55, but its median age is 45, and she believes microlearning can help further connect with those younger members.

"What we have to do in order to continue to be healthy is make sure we're paying attention to what their needs are," she says.

Wiley anticipates that to serve those needs, future microlearning platforms will need to be more responsive. OSCP's Quick Byte series is an optimal way to get members up to speed on rule changes, but other content needs may require other formats. And it may be that 10 minutes is practically an epic film when it comes to learning.

"On YouTube, the best videos are often the ones that are two or three minutes," he says. "We're thinking about how can we get [Quick Byte videos] down to five-minute increments, to make sure we're actually capturing people's attention."

ABOUT THE AUTHOR

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CEO & SENIOR STAFF

Retreat

SEPTEMBER 17-18
The Cavalier, Virginia Beach, VA

The CEO & Senior Staff Retreat is a two-day event with a limited number of association CEOs, Executive Directors, and other senior staff leaders. This event is geared specifically to association executives who run associations including those who work for association management companies.

This year, disruptive thinkers like Scott Wayne will push you to think differently about how you lead your organization, its board, and your members. The event will also include a presentation on ASAE's ground breaking research into the 41 Drivers of Change. Attendees will receive a high-level overview of the research then will be organized into small groups with like colleagues for a deep-dive into the information and discussion on what it might mean for your association or industry. Additionally, this year's event has been extended to include content specifically designed for association staff leaders AND the volunteer leader. At the end of this retreat, you will walk away with new energy and new ways to approach your association leadership.

Registration for this event includes your sleeping room on Monday, September 17. Register today and join your CEO colleagues for one of the best professional development values around.

**For more details and to register, visit
VSAE.ORG/CEORETREAT**

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PARTNER HIGHLIGHT

Experience the Nature of Boar's Head Resort

Nestled within bucolic acreage at the foot of the Blue Ridge Mountains, Boar's Head Resort invites guests to experience a new chapter of its storied legacy. With a unique focus on wellness, sports and outdoor activities — alongside exceptional food and beverage — guests are perfectly positioned to have it all. Boar's Head infuses local spirit through thoughtful details, sprinkled throughout the resort. A direct connection to the University of Virginia embodies and amplifies our deep roots in the community, while our myriad offerings—coupled with our inviting design and park-like setting on 573 pristine acres—create the timeless atmosphere that makes Boar's Head Resort an integral part of any Charlottesville, Virginia experience.

An Eternal Warm Spirit

Always an open door and a smile upon arrival, Boar's Head service surpasses expectations.

Likewise, our interiors convey a sense of optimism and warmth that keeps guests returning time after time.

Something Old Is New Again

The turn of the year marked the start date of extensive renovations to Boar's Head's 4 Diamond restaurant along with the bar, main entrance and lobby. Keeping traditional elements intact, the upgrades will provide enhancements that will add modern character to the historic inn.

The planned updates, designed by Johnson Studio at Cooper Carry of Atlanta, include a relocation of the main entrance and porte cochère. According to Russ Cronberg, Boar's Head general manager, the new entrance will open into a completely re-imagined lobby. "Our guests will walk into a totally transformed area filled with natural elements, bookshelves adorned with historic reference materials, and updated furnishings, making it a truly unique gathering place," he explained.

CHARLOTTESVILLE BOAR'S HEAD RESORT



Along with the lobby and entrance renovations, Johnson Studio will transform the Old Mill Room restaurant. According to Shawn Jernigan, director of food and beverage, this new space will be a carefully curated mixture of old and new. "History will still run deep in this space as we'll have increased natural lighting that will illuminate the existing 1834 wood beams that provide a focal point for the room." The design includes seating for 200 guests and upgrades to the porch room, with a private dining area and flexible banquet space for larger gatherings. "The marquee element of this project will be a glass-backed bar that will enliven the main restaurant seating areas, giving the space an open and airy feel," Jernigan added.

Complementing the physical changes to the restaurant will be an entirely new locally-inspired menu by Executive Chef Dale Ford, featuring dishes that evoke regional history with a modern twist.



While the current Old Mill Room dining space is being renovated, the resort continues to offer dining options to guests and the general public at its brand-new Racquets Restaurant in the Sports Club and the recently-renovated Birdwood Grill inside the golf course clubhouse.

CONTACT:

For more information about meetings and events at Boar's Head Resort, call (434) 972-2227



HEALTH CARE CORNER

Many people have a misconception of how out-of-network health insurance benefits work. While having out-of-network benefits is a good feature, the most important feature of provider networks is knowing the number of in-network participating providers your health insurer has. When using out-of-network benefits the consumer is commonly forced to pay a "balance bill" from their provider.

A balance bill is the difference between what a provider charges a patient and what the insurance company reimburses the out-of-network provider as an allowable charge. This difference can sometimes be in the thousands of dollars. On the contrary, when a patient visits an in-network provider, the provider is bound to accept the insurance carrier's allowable reimbursement limit, and therefore the patient is not faced with a balance bill.

Buyer beware, it's important to know your health insurance carrier's network of participating providers.

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for the September Issue

August 24

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AROUND THE COMMONWEALTH



Joni Johnson has been promoted to Director of Domestic Sales & Marketing at **Virginia Tourism Corporation**.

Laura Lange, CGMP, Senior Sales and Marketing Manager for **Delta Hotels by Marriott Chesapeake**, recently received her certification for the CGMP.

The **Omni Richmond Hotel** has completed a \$10 million guest room renovation, including renovated décor and amenities in each of its 359 rooms, the hallway corridors, and five luxurious suites.

Sheraton Norfolk Waterside has undergone an extensive property renovation spanning the hotel's lobby, guest rooms, meeting space, and fitness center. A brand-new restaurant, Waterside Seafood Company, caps off the new look to offer dining with a view.

MEMBERS ON THE MOVE

Polly Bradsher is now the Sales Manager at **Holiday Inn Newport News at City Center**.

Dana Geiger is now Regional Relations Manager with **Promotional Products Association International**.

Lisa MacArthur is now the Sales Manager with **The Tides Inn**.

Linda Pretlow is now Member Services Coordinator with **VA Health Care Association**.

Brandon Robinson, CAE is now the Policy Director for **VA Association of Health Plans**.

Kyle Shreve is now the Executive Director of **VA Agribusiness Council**.

Kevin White is now with **Butler Snow LLP**.

SURVEY PRIZE WINNER

Congratulations to **Stephanie Rogers**, Executive Director of **The Hampton Roads Utility & Heavy Contractors Association**, who was the June Seminar Series evaluation prize winner. Stephanie received an overnight stay with breakfast at **Richmond Marriott Downtown**.

Be sure to send us your feedback of our events by completing the evaluation surveys that come to your email. Your feedback is important to us for planning future successful events.

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