

VSAE 2018 FALL CONFERENCE

Education, Networking, and Tradeshow for Association Professionals

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 by Sherene McHenry about enhancing leadership, relationships, and membership engagement.

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

Meeting Planner of the Year Recognition

This year's event will once again feature recognition of The Virginia Business Meeting Planner of the Year. Come see VSAE and Virginia Business magazine recognize the unsung hero of the non-profit world—the meeting planner.

continued on page 4 >

Association Technology and Member Satisfaction: More Connected Than You Might Think

Research commissioned by the ASAE Foundation in partnership with DelCor Technology Solutions investigated the relationship between an association's technology and several different metrics, one of them being overall member satisfaction.

Member satisfaction is perhaps the most common metric used by associations both large and small and can take a variety of formats, all boiling down to one crucial question: "Overall, how satisfied are you with your membership?" Unlocking the mystery of why member responses to this one question might lean towards the highly positive or depressingly negative in any given month, quarter, or year is something association member engagement, marketing, and analyst

professionals contribute many hours towards. Oftentimes with no clear answer in sight.

The results outlined in the research report Tech Success for Associations point to one (perhaps) unlikely underlying driver of overall member satisfaction: a member's satisfaction with their association's technology.

The research uncovered these key connections between an association's technology and member satisfaction:

- **Overall satisfaction:** Members who report being "highly satisfied" with their association's technology are also more likely to report being "highly satisfied" with their membership overall.

continued on page 6 >

DON'T MISS IT!

FALL CONFERENCE

Wednesday, October 3
Networking Reception
Hilton Richmond Downtown

Thursday, October 4
*Greater Richmond
Convention Center*

Breakfast & Keynote Presentation
by Sherene McHenry

Morning Breakout Sessions

Tradeshow with Lunch

**Meeting Planner of the Year
Recognition**

Afternoon Breakout Sessions

Read about the educational
sessions on page 4

4 CAE hours of education with
networking opportunities

Register at
vsae.org/fallconf

UPCOMING EVENTS

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.



PURSUE YOUR SUCCESS AT KINGSMILL RESORT

Meeting IACC quality standards for 31 years

Extensive team-building options

Never a resort fee

Complimentary wi-fi & parking

Full line of four-star amenities

98.6% meeting planner satisfaction



KINGSMILL

Resort

WILLIAMSBURG, VIRGINIA



IACC
Exceptional meetings. Powerful connections.



800.982.2892 | Kingsmill.com | groupsales@kingsmill.com

Leadership reflections



Rick Eisenman
Interim Executive Director

I'm Back!

A Season of Change and Opportunity with VSAE Leadership

It's almost Fall, signaling a change in seasons, and this year it also means changes within VSAE. As the former Executive Vice President and owner of the AMC that has managed VSAE for 23 years, I have stepped in as the Interim Executive Director. I am excited to again be working with all of you to ensure our association remains at the high level we have been accustomed to.

As you know, **Brandon Robinson, CAE** has accepted a new role focused on influencing our Commonwealth's General Assembly as Director of Policy at the Virginia Association of Health Plans. Over the last nearly five years he did some marvelous work for our members, first as Vice President of Professional Development, then as Executive Director. We can't wait to see what the future brings for this already accomplished association professional, and we are excited to retain him as a vital and engaged member of VSAE.

Jessica Bello, our Director of Meetings, has also begun a new chapter in her life by moving across the country with her family to beautiful San Diego, CA. We will always be grateful for her amazing work ethic and positive attitude. We wish the Bello family all the greatest success as they embark on many new adventures.

Finally, I am excited to announce that we have welcomed a new Associate Executive Director, Ariel Finno, who is already hard at work learning the ropes and connecting with our community. Ariel has 12 years of association experience with a focus on strategic planning, event planning, content, marketing, and research. She holds degrees in psychology, marketing, and data analysis, possesses the CAE credential, and is a former ASAE staff member turned volunteer.

MEMBER SPOTLIGHT

Danny Mitchell, III, AAI, AAI-M

Vice President of Business Development
Independent Insurance Agents of Virginia

What do you like most about your job? I get to work among so many terrific, talented, and genuinely nice people. It begins with the staff and expands to the membership and affiliated associations.

What is your greatest challenge at work? As members are acquired and/or merged, replacing a loss of larger, seasoned member agencies is a never-ending challenge.

What do you enjoy doing in your time away from work? As I am blessed to be geographically close to my family, it is a real joy to be able to see everyone often. An occasional round of lousy golf is also a pastime I thoroughly enjoy.

What drew you to the association industry? Right out of college I began working with an insurance agency that was an active member of our association. The agency encouraged participation and I jumped into a few committees and lobbying on a volunteer basis. I was hooked.

What advice would you give your younger self? In so many ways, giving my younger self advice to avoid mistakes and disappointments would have made for a much smoother and likely successful life. However, without experiencing the pitfalls and occasional ill-chosen decisions I would have been molded differently and the outcome would have been a much different personality. So, the advice would be to not dismiss failures

and disappointments but learn from them. Soak each experience up.

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

1. Atone for anything I've done wrong;
2. Forgive anyone who has wronged me; and
3. Find a cure for whatever is going to ultimately do me in.

What are you most proud of? I married into a "ready-made" family and immediately found myself the acting father of three young children followed by adding one more. Raising each of them and being an important influence in their lives is the most rewarding thing there is.

What 3 words best describe you? Humorous. Independent. Genuine.

What character do you most admire in others? Integrity is what I admire most. Integrity really encompasses so many other important characteristics such as morality, soundness, honesty, fairness, and goodness.

What's the most important lesson you've learned in the last 3 years? To accept responsibilities that may be unpleasant, seemingly unfair or undeserved, and unexpected with grace, dignity, and humility.



ANOTHER EXCEPTIONAL HOTEL BY
JOHN Q HAMMONS HOTELS, INC.

*The quality choice for
your next event.*

Embassy Suites Hampton Roads – Hotel, Spa & Convention Center provides premium accommodations in Hampton, Virginia. Situated at the intersection of I-64 and I-664 in Hampton, and close to both the Norfolk International and the Newport News/Williamsburg International airports, our hotel provides easy access to excellent Virginia attractions.

EMBASSY SUITES
by HILTON

Hampton Hotel
Convention Center & Spa

Contact our Association Sales Manager, Erin Eissens, at (757) 213-8516 or erin.eissens@jqh.com.

1700 COLISEUM DRIVE HAMPTON VA 23666 EMBASSYSUITESHAMPTON.COM

VSAE 2018 FALL CONFERENCE

Education | Networking | Tradeshow

BREAKOUT SESSIONS



Jan Bazow



Rick Butts



Carter Lyons



Sherene McHenry



Scott Oser



Bob Ramsey

BOOST YOUR PRODUCTIVITY. INCREASE YOUR PASSION. HAVE MORE FUN.

Sherene McHenry | Fully Engaged, LLC

Passion and productivity take a hit when individuals feel frazzled, frayed or frustrated due to the pressures and demands of today's fast-paced and constantly changing world. The association management industry can be stressful. Success sits on your shoulders and the buck stops with you. Whether burnout is looming or you simply need more minutes in your day, it's time to broaden your bandwidth. You will learn immediately implementable strategies for keeping yourself energized and operating from a position of strength and empowering those you serve to do the same.

EMERGENCY PREPAREDNESS FOR MEETINGS

Rick Butts | Omni Richmond Hotel

Bob Ramsey | Virginia College of Emergency Physicians

Moderator: Carter Lyons | Independent Insurance Agents of Virginia

Meetings Today 2018 Trends Survey found that an alarming number (only 31%) of meeting planner respondents were concerned about security issues and natural disasters. Further, a majority (70%) didn't have a written security/natural disaster preparedness plan in place. Yet, we all know that emergencies happen. Having a crisis response plan in place is for the protection of attendees, staff, and your organization as a whole. You will hear examples of actual emergencies that our presenters faced during their events, what they did, and how they learned from those incidents. Someone's life—including your own—may depend on what you learn about prevention, preparedness, response, and recovery. During this session, you will learn how to prepare for natural disasters, violence, medical emergencies, and other emergency incidents.

CREATING A ROAD MAP FOR TRANSFORMING YOUR WORKPLACE CULTURE

Jan Bazow | Fortis Leadership Group

Jan will share best practices of high-performing organizations that have created value-based workplace cultures that inspire, engage, and retain top talent. Jan will highlight her journey of helping organizations develop a roadmap for leading and implementing culture transformation.

MEMBERSHIP: RECRUITING, ENGAGING, RETAINING STRATEGIES & TACTICS

Scott Oser | Scott Oser Associates

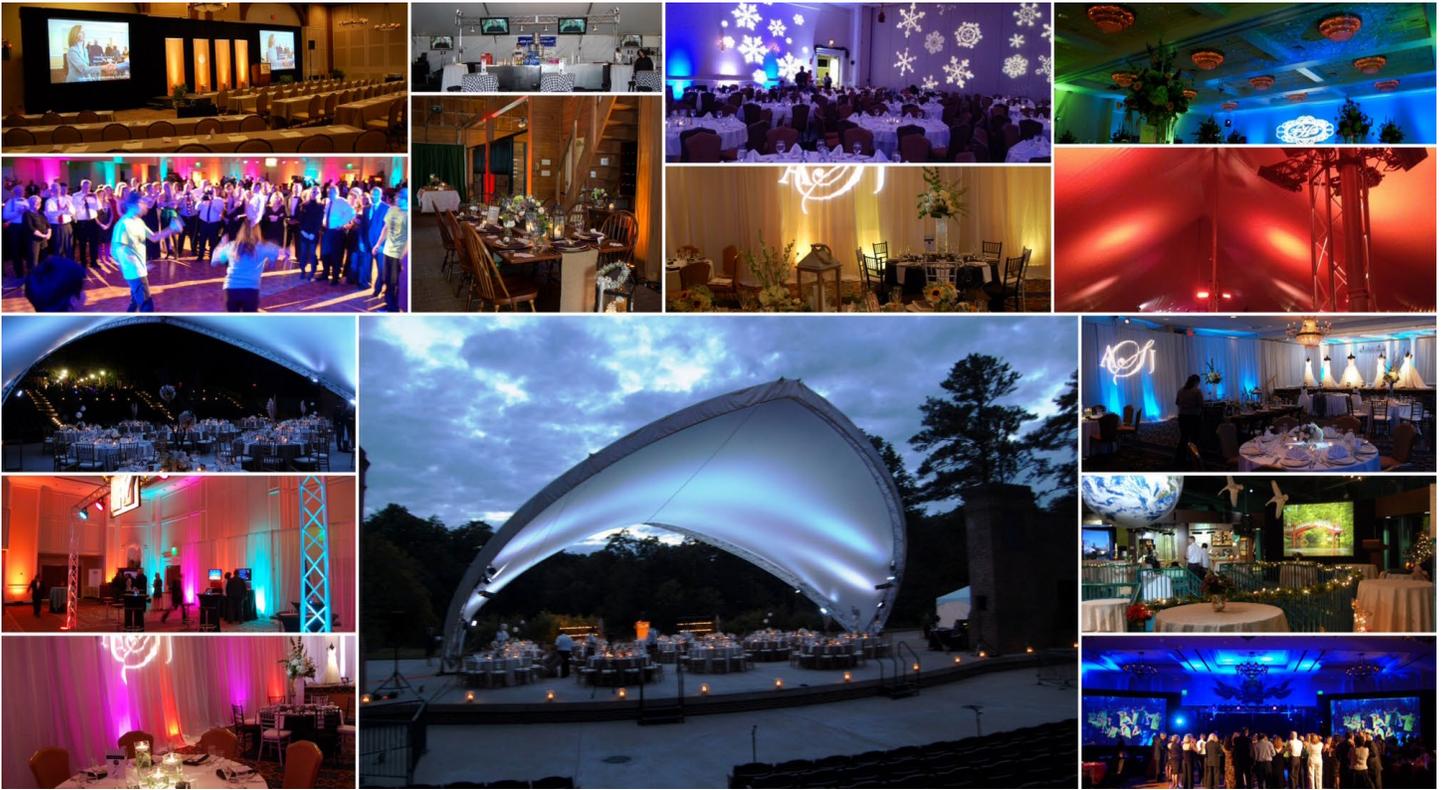
PART 1 (MORNING)

In Part 1 of this interactive and participatory event, attendees will learn, discuss, and develop the cornerstones of a strong membership strategy. They will also hear some best practices in the areas of membership recruitment, engagement, and retention as a basis for ideas they can take back to the office and implement immediately. Attendees are strongly encouraged to attend both Parts 1 & 2.

PART 2 (AFTERNOON)

In Part 2, Scott continues the interactive discussion, focusing on membership renewal strategy and featuring a case study that demonstrates how one association created a strong engagement and renewal plan. Attendees are strongly encouraged to attend both Parts 1 & 2.

REGISTER TODAY AT VSAE.ORG/FALLCONF



Exclusive audio visual equipment and technical services supplier to VSAE

**Audio Visual Equipment Rental • Sound Reinforcement • Projection
Lighting • Staging • Technical Support • Event Management/Consultation**



Let us "Project Your Image"

RANDY 757.342.2502 • JOHN 757.342.2714

JRAVS.com



■ **Renewal likelihood:** Correlations were also found between members highly satisfied with their association’s technology and likelihood of renewing their membership. Members less satisfied with their association’s technology also reported they were less likely to renew membership.

■ **Net Promoter Score (NPS):** The NPS is a loyalty metric used across industries and professional fields, and attempts to assign a numeric value to the likelihood that a person will “recommend” a company, product or service to a “well-respected peer”. The higher an organization’s overall score, the greater the perceived loyalty of its customers to the company, product or service. NPS scores among members highly satisfied with their association’s technology was 37 points higher than those not highly satisfied.

The good news for associations is that they don’t have to strive to be the industry’s answer to Apple to keep their members satisfied, they just have to ensure that the technology they already have works the way that it was intended.

The research uncovered the critical areas where an association needs to ensure the technology it uses to service its members works well and is reliable:

■ **Self-service applications:** Registering for meetings, conferences, online events. The ability to be self-sufficient and not lean on staff to register for these benefits and services is key to members’ overall satisfaction.

■ **Accessing and updating their information:** Similar to registering for events on their own, members feel that the ability to access, edit, and alter their own demographic and profile information, and renew their membership online, is critical to their member satisfaction.

■ **Access to digital documents:** Sample documents, templates, renewal forms, award nomination forms, and tax ID forms should all be accessible by the membership through the web. Women and millennials felt most strongly about this area where member service and technology intersect.

Overall, this research indicated that associations are doing well—for now—96%



Currently, associations are succeeding, and association members find their association’s technology to be reliable across several different areas.

Source: Tech Success for Associations, ASAE Foundation (2016).

“Women and millennials felt most strongly about this area where member service and technology intersect.”

of member’s reported that their association’s technology works either “well” or “sufficiently.” But the research also uncovered demographic differences, the importance of certain member services provided via technology. So, while associations may be treading water now in the area of technology, absent of any sea change in how associations utilize tech to service and engage members, that reported 96% can be expected to shift in the coming years. For example, “millennial” members (members between the ages of 22 and 37) are most likely to feel that associations should expand their technological capabilities. Throughout the research, younger members, minority members, and female members expressed different outlooks and expectations than other demographic segments and, as these member segments grow to become the largest percentages of associations’ membership, they will inevitably steer the direction and initiate new baseline standards for technological capabilities in our organizations.

What can you do if you suspect your association’s technology applications in one or more of these areas needs tweaking, or even a complete overhaul?

■ **Take a “member journey”:** Walk through the process of registering for an event, updating a member profile, or purchasing a book or webinar from the perspective of your members. At every transaction point ask yourself: are we making it easy and enjoyable for our members to engage with us?

■ **Conduct an IT audit:** It is good practice to conduct an IT audit every 3-5 years

even when there are no glaring issues. No association wants to be on the front page of the news for a data breach due to using outdated tech.

■ **Staff Task Force:** Technology is every association staff person’s concern. For larger organizations, the creation of an internal technology task force, with one person representing every department, ensures that issues that arise can be brought directly to the CEO, COO, or even the Board for funding discussions, and absent of any political back and forth that might occur inside any one department or area of an organization.

This research conducted by the ASAE Foundation and DelCor Technology Solutions uncovered that member satisfaction with technology is not just another interesting metric to put into a board report. Rather, it is closely tied to an association’s vision, mission and strategy. Our members’ level of satisfaction regarding how, where and when we invest in and use technology to meet (and exceed) their needs is directly related to their loyalty to us, their overall satisfaction with the way we are executing against our promises, their intent to renew, and their willingness to recommend us as their “go-to organization” to their peers.

ABOUT THE AUTHOR



Ariel Finno, M.S., CAE
is VSAE’s Associate
Executive Director.
She can be reached at:
(804) 249-2234
or ariel@vsae.org

WARNING TO ASSOCIATIONS: Hackers Are Getting More Clever

I just received a call from my treasurer. "Just wondering," he asked. "Did you just send me an email about paying a vendor?"

Since I was working on an urgent project and trying not to be distracted, it was easy to respond that I had not. Having said that, the treasurer explained he received an email from me asking that I pay a new vendor and that I'd send the contact information shortly, and oh, by the way, could he give me an update on our account balance and "chapter" financial report.

While there were a lot of land mines noted in this email, it was uncomfortably authentic. Clearly someone was taking more time to take a look at our leadership and knowing perhaps how a CEO might interact with the association treasurer going to some length to creating a plausible interaction. Wouldn't take much now that you think of it.

I'm one of those crazy association leaders who believes our staff and leadership should be listed openly on our website. But in this case, it was apparent that someone had gone to our website, identified the treasurer and created this plausible scenario. Of course, when you "hovered" over my return email address something entirely different showed up exposing the scam. When I discussed this with my coworker Linda Loving, she described a similar situation with her husband and his organization.

This is an important topic of conversation to have with your leadership especially if some financial activity is not clearly spelled out with your leadership.

Robert N. Bradshaw, Jr., MAM
President & CEO
Independent Insurance Agents
of Virginia

Audible. I use it every time I am in the car for more than 30 minutes. Keeps me current on business reading and acts as a great virtual coach for me as I work to lead highly functioning teams. Current books I am listening to include: *People Styles at Work*, *The Speed of Trust*, and *Start with Why*.

Anne Gardner, CAE, RCE
Charlottesville Area
Association of REALTORS

Expensify. In my crazy world I have three different roles that require me to manage expenses for monthly reimbursements. This app allows me to keep expenses separated and track travel/mileage. It ensures that I never have to eat a lost receipt again.

Jordan Vallerga, CMP
The Founders Inn & Spa

Headspace. My son and I share earbuds every night to listen to a meditation sequence right before bed and it helps us drift right off to sleep. It helps me put the day "away" and shut my brain off before bed.

Ariel Finno, M.S., CAE
Eisenman & Associates, Inc.



What's App?

We asked you about
your favorite mobile
apps, and this is
what you said.

OverDrive. I can borrow eBooks, audiobooks, and streaming video free with a current county library account. More than 30,000 libraries worldwide offer titles on this app and downloads are available 24/7. No late fees to incur since the app returns items automatically at the expiration date. Enjoy reading without lugging around a book; pass the time on a train, plane, or car ride; or as you relax at home.

Tracie Grady
Exhibits, Inc.

ToDoList. An electronic to do list that links to all of my devices and allows me to sort tasks by project, due date, and level of importance. I love this app because I can keep track of all tasks –

professional, personal, present, and future – in one place and easily reorganize what needs doing and when as life throws me curve balls.

Tiffany Brown
Department of Forest Resources and
Environmental Conservation

Venmo. A mobile payment service owned by PayPal. I love that I can pay online and on the run.

Cindy Draws
The Virginian Hotel

BOAR'S HEAD RESORT

we'd ♥ to meet with you!

NEWLY RENOVATED MAIN INN & RESTAURANT

With 170 rooms plus 22,000 square feet of meeting space, the possibilities are endless. Fall of 2018 will also bring a fully renovated Mill Room Restaurant and Main Inn experience. Call (434) 977-2227 or meet@BoarsHeadResort.com

CHARLOTTESVILLE

BOAR'S HEAD

RESORT

Owned and operated
by the UVA Foundation
BoarsHeadResort.com

2018 Meeting Planner Summit a Success!

Colonial Williamsburg Hotels hosted the 4th annual Meeting Planner Summit, August 16-17 at Colonial Williamsburg Lodge. Our gracious hosts treated attendees to an excellent learning environment, great meals, social events, tour of the newly renovated Williamsburg Lodge, and a visit to The Inn.

Randy Cummins of **James River Audio Visual Services (JRAVS)** provided the lighting and sound for our speaker presentations. JRAVS also shared techniques for audience engagement, including The CatchBox, used throughout the event so attendees could ask questions, share ideas, and be heard throughout the room. JRAVS also provided insight on different lighting ideas for all-day meetings. These techniques were a few of the many attendees took away from the event.

The Summit speakers were the highlight of the event. Attendees heard from representatives of Meeting Planner International Virginia Chapter and Virginia Tech. Ann Buhl, CMP, CMM, and former MPI-VA President shared Strategic Meeting Management Strategies. Tiffany Brown, one of our Meeting Planner SIG members, and Extension Project Assistant in the Department of Forest Resources and Environmental Conservation at Virginia Tech, collected questions and items of interest from attendees, then we solved problems and shared ideas in roundtable groups. Jeff Schmid, former MPI-VA President,



and Brandon Johnson, also of MPI-VA, showed the audience how their volunteering efforts can better their careers. Our final speaker, Vincent Magnini, PhD discussed meeting trends over the next few years sharing how we can enhance attendee experience, prepare for change, and be ready in case of emergency.

Thank you to all of our speakers for their preparation, time, and willingness to present. It was a success!

As always, our event would not have been possible without our sponsors. Thank you to **Colonial Williamsburg Hotels** for hosting an extraordinary Summit and to Williamsburg Foundation for their generosity at the social event. Thank you to our other event sponsors **Craddock Terry Hotel and Event Center, Hampton Virginia, Marriott Norfolk Waterside, Omni Hotels & Resorts Richmond, Renaissance Portsmouth-Norfolk Waterfront Hotel, Sheraton Norfolk Waterside Hotel, and Virginia Beach CVB** for attending and helping make this event so special.

THANK YOU TO OUR 2018 PARTNERS



PRESIDENT'S CLUB

Colonial Williamsburg Hotels
Hilton Norfolk The Main
James River Audio Visual Services
Kingsmill Resort
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 Resort
Sheraton Norfolk Waterside Hotel

SUPPORTER

Embassy Suites by Hilton Hampton Roads
Hampton Convention & Visitor Bureau
Hilton Richmond Downtown
Hilton Virginia Beach Oceanfront
The Hotel Roanoke & Conference Center
Renaissance Portsmouth-Norfolk Waterfront Hotel
Sheraton Virginia Beach Oceanfront Hotel
VisitNorfolk

PATRON

Asset Protection Group, Inc.
Boar's Head
Craddock Terry Hotel & Conference Center
DoubleTree by Hilton Richmond-Midlothian
DoubleTree by Hilton Williamsburg Exhibits, Inc.
Fredericksburg Regional Tourism Partnership
The Greenbrier
Lynchburg Tourism
MemberClicks
Naylor Association Solutions
Omni Charlottesville Hotel
Omni Richmond Hotel
Richmond Marriott Downtown
Richmond Region Tourism
The Tides Inn
Virginia Beach Resort Hotel & Conference Center
Visit Virginia's Blue Ridge
Wyndham Virginia Beach Oceanfront



Water on the outside, newly renovated on the inside.

With our prime location as Norfolk's only waterfront hotel, you're close to dining, nightlife, shopping and parks, and right next to the new Waterside District. All of which makes us a choice hotel.

Whether you're in town for a show, vacation, reunion or a business meeting, our location and amenities will make your stay a success.

For more information, contact Katie.



Katie Parks, Sales Manager
757-314-1159
Katie.Parks@norfolksheraton.com
SheratonNorfolkWaterside.com

VSAE COMMUNITY SERVICE: HAVING THE HEART



by Rachael Van Liew, Association Sales Manager, The Hotel Roanoke & Conference Center – Curio Collection by Hilton, and Chair, VSAE Community Service Committee

*“You make a living by what you get.
You make a life by what you give.”*

Winston Churchill



We hear it time and time again: I’m too busy. But what does being “too busy” really mean? Have we turned into a world where a person’s “intention” to do something is grander than the smallest act of kindness? As Winston Churchill best put it, “You make a living by what you get. You make a life by what you give.”

organization that helps families focus on their child’s abilities, not their disabilities. Jacob’s Chance will have a fabulous event on October 27, 2018 – a Superhero Dance! Online registration will open soon.



Here within VSAE, I firmly believe we strive to be part of something bigger than ourselves and give our hearts to those in need. I want to encourage all of you to continue opening your hearts and giving your time to the many wonderful organizations and charities we support throughout the year.

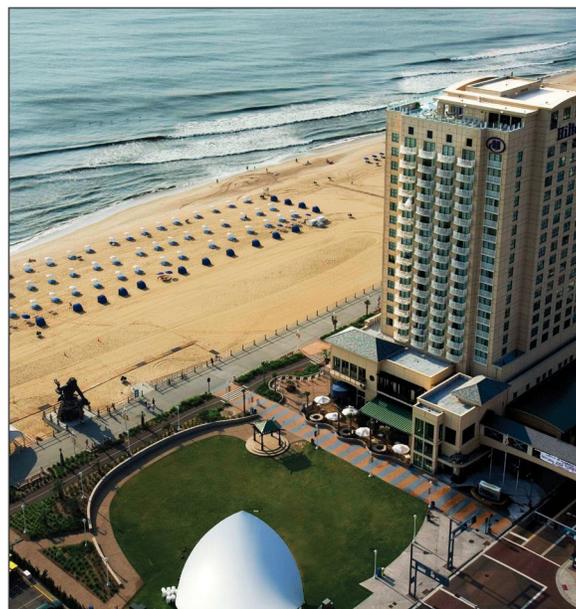
We currently have dates ready for volunteers to sign up for Shalom Farms on September 20 and the RABA Build-a-Bike Day on November 3. Visit the Upcoming Events calendar at vsae.org to learn more and to volunteer.



In the 2017-2018 membership year, our members spent over 250 hours volunteering with organizations like Habitat for Humanity, Homeward’s Project Homeless Connect, and Feedmore’s BackPack Program. In the 2018-2019 year, the Community Service Committee will be adding new organizations to the list, to include Shalom Farms and Jacob’s Chance, an

Don’t forget about our monthly raffles at the VSAE Seminar Series events as we continue to support our local charities, including some new opportunities to bring supplies for different organizations as we did at SIG-A-Palooza in August for UMFS Charterhouse (United Methodist Family Services) with school supplies.

If you or anyone you know is associated with a charity that is in need of volunteers or supplies, please reach out to myself or **Tracie Grady**. We look forward to volunteering with you all.



Hilton

VIRGINIA BEACH
OCEANFRONT

THE HEIGHT
OF LUXURY

NEWLY RENOVATED GUEST ROOMS

OCEANFRONT MEETINGS

ROOFTOP POOL

3001 Atlantic Avenue, Virginia Beach, VA 23451 | HiltonVB.com | 757-213-2332



Please Donate to the Silent Auction Friday, December 7

Join colleagues from your association community at VSAE's most popular event. Held on Friday, December 7 at the **Hilton Richmond Hotel & Spa at Short Pump**, this event includes recognition of the winners of VSAE's coveted Awards of Excellence and a Silent Auction with over 100 donated items on which to bid. Items include gift baskets, event tickets, luxurious getaways, and so much more. Proceeds go to benefit VSAE and Jacob's Chance, a non-profit organization that is dedicated to promoting wellness for children and young adults with special needs through athletic programs, social experiences, exercise, education, volunteerism, and skills training.

You can also make a cash contribution. The Silent Auction Task Force has established a Silent Auction Fund which will be used to purchase additional auction items. Those who contribute to the fund will be listed in pre-event marketing and in the event's on-site program.

How do I donate?

Download a **Donation Display Form** at vsae.org/silentauction. Please complete the form and return to VSAE no later than November

10. VSAE has set a minimum retail value of \$50 for each donation. If you are unable to donate a gift, please consider a cash contribution to the Silent Auction Fund.

Grand Prize Live Auction

In addition to a Silent Auction with over 100 items, VSAE also has at least one Grand Prize live auction item. VSAE requests that the live auction item include the following.

- A minimum of 6 days/5 nights stay for 2 people
- At least 2 meals for 2 people
- At least 1 recreation activity for 2 people

In exchange for your Grand Prize donation, you will be featured in a newsletter article about the event with your picture/logo, get a display area at the event, promotion at the event by an auctioneer, complimentary registration to the event, promotion in the on-site program, and have a client experience your company first-hand.

If you are interested in donating an item for the live auction, email **Ariel Finno, M.S., CAE** at ariel@vsae.org. For other event questions, email info@vsae.org.

Nominate a Fellow Member for Board Service

The Nominations Committee is now accepting nominations for the 2019 VSAE Board of Directors. The board, comprised of 15 directors serving two-year terms, helps set the strategic direction for VSAE.

Over the last few years, VSAE's Board has worked hard to evolve its governance policies to directly increase member participation and expand the diversity of its representation to more accurately reflect the true distinction within our association community.

Board nomination forms are available on the VSAE website at vsae.org/leadership, or please reach out to **Ariel Finno, M.S., CAE** at ariel@vsae.org or (804) 249-2234. Nomination forms are due by November 18.



DID YOU KNOW?

- Our lobby contains part of the Virginia Sports Hall of Fame walk
- There are 15+ restaurants within walking distance of our hotel
- Town Center has 2 performing arts centers and 1 comedy club
- Westin hotels recycle their linens into PJs for children in need
- We are less than 10 miles from the Virginia Beach Oceanfront
- We offer custom running maps and New Balance gear lending
- Our award-winning Heavenly Beds offer 10 layers of comfort
- Town Center offers free parking in all of its parking garages
- Our hotel just completed a \$6 million renovation
- We are officially the tallest building in Virginia

THE WESTIN
VIRGINIA BEACH
TOWN CENTER

4535 Commerce Street
Virginia Beach, Virginia 23462
(757) 557-0550 | WestinVirginiaBeach.com



CAE FALL STUDY GROUP

A free VSAE Fall CAE Study Group has formed for members studying for the certified association executive (CAE) exam in December. The study group sessions began Tuesday, September 11 and will run for 10 weeks, ending in time for the exam on December 7. Candidates who fully participated in a previous VSAE Study Group have had excellent pass rates.

Members can still join the study group. For more information, contact VSAE CAE Committee Chair, **Lindsay Larkin, CAE** at linnylarkin@gmail.com.

PARTNER HIGHLIGHT

LOOKING FOR CONTEMPORARY CHIC?

You'll find it in the heart of the Shenandoah Valley. With dramatic views of Harrisonburg's cityscape and the Blue Ridge Mountains beyond, Hotel Madison & Shenandoah Valley Conference Center is a stunning newcomer on Virginia's conference scene. Nearly every detail of the hotel's custom-designed interior speaks of an innovative approach to meeting space. Filled with an abundance of natural light, the hotel is calming and comfortable. The design is based on a sophisticated design palette that pays homage to rustic elegance; you'll find warm greys, natural wood, and earth colors. While the public spaces are spacious, guests can also retreat to enjoy the privacy of their luxuriously proportioned guest rooms. Among the 230 guest rooms are 50 extended-stay suites, and one Presidential Suite. West-facing rooms on the upper floors offer panoramic sunset views over the city skyline and the mountains beyond.

Montpelier Restaurant and Bar, the hotel's signature restaurant, offers an upscale bar and dining experience, with a private dining room available for small groups. Montpelier's menu offers elevated regionally-inspired cuisine, featuring the fresh flavors of the Shenandoah Valley. The decor balances an industrial-chic aesthetic, which is softened with warm colors and lively street-front views. Other hotel amenities include concierge service, an outdoor party space, an indoor swimming pool, coffee & wine bar, dog-friendly spaces, and complimentary WiFi. Valet parking and self-parking is available in the adjacent Mason Street Parking Deck, connected to the hotel via a covered walkway.

THE LATEST IN CUSTOMIZABLE MEETING SPACE & EVENT PLANNING

Hotel Madison offers 21,000 square feet of contemporary meeting space. Eleven meeting rooms come in varying sizes, from ballrooms to boardrooms.



M
HOTEL
MADISON
SHENANDOAH VALLEY CONFERENCE CENTER

Function spaces can be configured to host events ranging from 10 to 1,000 guests. Hotel Madison recently partnered with Social Tables, the latest in event-planning technology. For meeting planners, this platform makes diagramming, seating, and check-in accessible, collaborative and fast - leaving you more time to focus on creating an unforgettable experience.

SO MUCH TO SEE & DO

During free time, explore downtown Harrisonburg, which is known for its lively, international flavor. The hotel is adjacent to James Madison University (JMU), and within walking distance of notable attractions, nightlife, and craft breweries. While the city

itself is vibrant, some guests may want to opt for outdoor recreation opportunities. If your group is interested in adventure-team-building, you'll be interested to know that Harrisonburg was recently voted among "America's Best Mountain Bike Towns" by National Geographic. Shenandoah National Park and its famed Skyline Drive is just 30 minutes away and offers more than 500 miles of hiking trails.

FOR YOUR NEXT MEETING, CHOOSE MADISON

For more information, or to inquire about dates, please contact Hotel Madison's Group Sales Team at **(540) 564-0200** or email jsodikoff@hotelmadison.com.



MODERN ELEGANCE
HAS ARRIVED IN THE
SHENANDOAH VALLEY

M
HOTEL
MADISON
SHENANDOAH VALLEY CONFERENCE CENTER

Setting a higher standard for meetings in the Shenandoah Valley, this recently opened 230-room hotel offers 21,000 square feet of contemporary meeting space and thoughtful amenities for today's modern conferences. Hotel Madison offers a unique experience nestled among the Blue Ridge Mountains. Located just steps away from James Madison University, the Forbes Center for the Performing Arts, and bustling downtown Harrisonburg, this venue features an atrium lobby, conference center with 11 meeting rooms, farm-to-table restaurant, coffee/wine bar, as well as a fitness center and an indoor swimming pool.



710 S. Main Street Harrisonburg, VA 22801 540-564-0200 | hotelmadison.com

AROUND THE COMMONWEALTH



ACG Capital has a new address: 1751 Pinnacle Drive, Suite 600, McLean, VA 22102.

Hardiman-Williams, LLC, an AMC in Charlottesville, was featured on the cover of the July/August issue of *Associations Now*, the ASAE magazine. The story covers how association professionals are breathing new life into organizations with innovative ideas, technology, and good ol' hard work.

Congratulations to **Susan Moore, CMP**, Executive Assistant with the **VA Sheriff's Association**, who has obtained her CMP designation.

Congratulations to **Jordan Vallerga, CMP**, Group Sales Manager at **The Founders Inn and Spa**, who has obtained her CMP designation.

Congratulations to **Megan S. Williams, CAE, CMP**, Deputy Director of the **VA Sheriffs' Association** who has obtained her CAE designation.



2018-2019 OFFICERS

Ray Mattes, III, CAE
President

Duront "D." Walton, Jr., CAE
President-Elect

Phyllis Errico, JD, CAE
Treasurer

Maureen Dingus, CAE
Secretary

Scot P. McRoberts, MPA, IOM
Immediate Past President

Rick Eisenman
Interim Executive Director

Ariel Finno, M.S., CAE
Associate Executive Director

DIRECTORS

Trace Carson
Courtney Fleming
Amy Hewett, CAE
Shannon McCabe, CAE
Ashton D. "Danny" Mitchell, III, AAI, AAI-M
Katie Newland
Jim Roman
Matthew Stanley
Steven Williams
Tom Witt

ASSOCIATION PRESS

Published by the Virginia Society
of Association Executives

2924 Emerywood Parkway
Suite 202
Richmond, Virginia 23294

PHONE: (804) 747-4971

FAX: (804) 747-5022

info@vsae.org

vsae.org

Rick Eisenman
Editor

Lorraine Meade
Content, layout, and design

Art and Editorial Deadline
for the October Issue
September 20

Advertising Space
Contact Rick Eisenman
(804) 249-2233
rick@vsae.org

WELCOME NEW MEMBERS

EXECUTIVES

Stacey Richardson
Tobacco Region
Revitalization Commission
Richmond

Joseph Trapani
Registry of Interpreters
for the Deaf
Alexandria

ASSOCIATES

Craig Farrin
Kingsmill
Williamsburg

Richard Ross

The Omni Homestead Resort
Hot Springs

Raye Stanley

DoubleTree by
Hilton Williamsburg
Williamsburg

Dang Whitney

Quirk Hotel
Richmond

Victoria Wyatt

The Draftsman Hotel
Charlottesville

HEALTH CARE CORNER



The Federal Special Open Enrollment Period (FSOE) for small businesses begins November 15th and runs through December 15th for January 1, 2019 effective dates. During this special enrollment period employers do not have to meet the standard small group underwriting regulations such as employee minimum participation or employer minimum premium contribution requirements. Please contact me to learn more about FSOE.

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

SURVEY PRIZE WINNER

Congratulations to **Abby Tammen**, Senior Director of Programs & MLS Operations for the **Charlottesville Area Association of REALTORS**, who was the SIG-a-Palooza evaluation prize winner. Abby received dinner for two at The Tavern at **Virginia Crossings Hotel & Conference Center**.

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.

This newsletter is proudly printed by:

