



— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

## YOUR *association* PRESS

DECEMBER 2018



(From left) **Bob Ramsey, Larry Land, Linda Loving, and Matt Polansky** are this year's VSAE Awards of Excellence recipients, presented at the Holiday Awards Luncheon & Silent Auction at **Hilton Richmond Hotel & Spa at Short Pump**.

VSAE's highly anticipated and popular Holiday Awards Luncheon & Silent Auction was a grand success. Nearly 300 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, Jacob's Chance.

The highly coveted VSAE 2018 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 annually to an outstanding association professional who has been nominated by their peers in recognition of their leadership and

continued on page 5 >

## Dr. Holsworth to Discuss Virginia Politics



Join VSAE on **Friday, January 4, 2019** at the **Omni Richmond Hotel** to start the year with "**Virginia Political Outlook 2019**," 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 2019

Friday, January 4  
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 & Presentation

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

### UPCOMING EVENTS

#### SIG: SENIOR STAFF

January 11  
Virginia Bankers Association

#### SEMINAR SERIES

WITH LUNCH

February 1  
Hilton Richmond Downtown

#### SIG: MEETING PLANNER

February 7  
Medical Society of Virginia

#### SIG: COMMUNICATIONS & MARKETING

February 12  
Independent Insurance Agents of Virginia

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



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& Conference Center  
Visit Virginia's Blue Ridge  
Wyndham Virginia Beach Oceanfront

## MEMBER SPOTLIGHT

Stewart A. Hincley, CMP

President & CEO  
Ruggles Service Corporation



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

I'm very proud of our staff of 26. I try to empower and delegate so that they take pride in their work and own the victories. Seeing our staff cross-learn and implement best practices is incredibly rewarding.

### What is your greatest challenge at work?

Keeping up with IT requests. Since we do everything in-house, we are basically a technology company masquerading as an AMC.

### What success stories do you have about communicating with your membership?

We just concluded a 50% off fall membership campaign for one of our international medical societies that yielded 194 new members.

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

Playing a game that resembles golf and spending time on the water. Kennebunkport, Maine is our go-to place in the summer.

### What advice would you give your younger self?

Bigger is not necessarily better in terms of the number of accounts managed by an AMC. Take what you have and make it grow.

### What are you most proud of?

My kids' accomplishments, my wife being brave enough to go back to school to become a teacher, and what my staff has done for our company. We've hired the right people, qualified

our accounts, and have a reputation for providing good service.

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

I am a life-long Redskins fan and since Russell Wilson turned pro, I have also been an avid Seahawks fan. My daughters went to middle and high school with Russell.

### What drew you to the association industry?

My father, who was a pioneer in the association management business.

### What was the last great advice you received?

Every day I remind myself of advice from my grandmother, "Don't sweat the small stuff." If you really practice it, the stress level should go down.

### How do you recharge?

I bring my yellow lab to work each day and get out for a mid-day walk. It really helps my day.

### What character do you most admire in others?

I'm a big fan of humility. When someone approaches me with, "I screwed up" or "I need some help," it provides an opportunity to fix a problem together.

### What is your most memorable vacation?

Our family went to Beynac in the Dordogne region of France. We stayed in a stone cottage that was part of a huge castle. It was amazing.

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## President's Club



Matt Polansky  
Colonial Williamsburg Hotels



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Randy Cummins  
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Brad Garrett  
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Mary Kelly, CMP  
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Chris Long  
The Omni Homestead Resort



Sally Noona, CMP  
Virginia Beach Convention  
& Visitors Bureau

# Thank You, 2019 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 2019 through advertising, sponsorship, and scholarship.

The 2019 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 advertising and sponsorship opportunities available to make your mark on the society for Virginia's association professionals. For more information, visit [vsae.org/2019-partner-program](http://vsae.org/2019-partner-program).

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Norfolk Waterside Marriott  
Omni Charlottesville Hotel  
Omni Richmond Hotel  
Richmond Region Tourism  
Sheraton Virginia Beach Oceanfront Hotel  
The Tides Inn





> Awards Luncheon, continued from page 1

achievement, not just to their own association or VSAE, but to the entire association industry.

**Bob Ramsey, CAE**  
**Executive Director**  
**VA College of Emergency Physicians**

Bob is an outstanding association professional who has been an active member of VSAE for 36 years and has renewed his CAE 14 times. He has a passion for learning and is always eager to share his knowledge to help others.

**ASSOCIATION STAFF AWARD OF EXCELLENCE**

The Association Staff Award of Excellence annually recognizes an association staff professional for their 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.

**Linda S. Loving, CIC, AISM, AIAO**  
**Chief Operating Officer**  
**Independent Insurance Agents of Virginia**

Linda is an exceptional professional with a strong knowledge of both the non-profit and for-profit sides of association structures. She is always a positive influence, excels at customer service, and is always willing to provide assistance and counsel to others.

**ASSOCIATE MEMBER AWARD OF EXCELLENCE**

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

**Matt Polansky**  
**Senior Conference Sales Manager**  
**Colonial Williamsburg Hotels**

Matt is the epitome of a hospitality sales professional. He has been very active with VSAE activities over the last 15 years and has been very generous and supportive as a President's Club partner since day one of the program six years ago.

**CAREER SERVICE AWARD OF EXCELLENCE**

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

**Larry J. Land, CAE**  
**VA Association of Counties**

Larry has interacted on many levels with VSAE members over the years. He never missed a single opportunity to volunteer his time for any charity or cause that VSAE was

supporting. His selfless attitude and giving nature make him the perfect candidate for this award.

Congratulations to all of this year's award recipients!

**50/50 RAFFLE**

Attendees purchased 1 raffle ticket for \$5, 3 raffle tickets for \$10, or 10 raffle tickets for \$20 for a chance to win 50% of the proceeds from the raffle ticket sales. Congratulations to the raffle winner, **Michelle Moker** (pictured above), who won \$570. The other half will benefit VSAE and Jacob's Chance.

Thank you to all who participated in the 2018 Holiday 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.

## VSAE Supports Jacob's Chance



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 **Jacob's Chance**. This money will go toward enriching the lives of those with disabilities and their families, while promoting acceptance, understanding, and inclusion through public awareness. Thank you to all who donated for your continued support.

Jacob's Chance is a non-profit organization that is dedicated to promoting wellness for children and young adults ages 5–25 with special needs through athletic programs, social experiences, exercise, education, volunteerism, and skills training.

For more information, visit [jacobschance.org](http://jacobschance.org).

# SEE WHAT PARTICIPANTS ARE SAYING ABOUT ASSOCIATION LEADERSHIP VIRGINIA

**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 what some of this year's participants have to say about ALV:

The biggest plus about participating in ALV is meeting with the other participants and our leaders Tom & Melissa Laughon. Everyone is engaged and willing to share experiences with each other. Tom and Melissa are also excellent in gently pushing us to challenge ourselves in our leadership journey. It is a great way to focus on my own development as a leader.

Connie Bruce  
VA Council of CEOs

I am in a new position and the transition has been intimidating, but ALV is giving me the confidence to step into my role. The educational programming has been phenomenal and I am grateful for the dedicated time to reflect on and develop my own leadership abilities. Perhaps the greatest value of this program has been building relationships with my fellow ALV participants—I know they will be important professional and personal contacts throughout my career! I encourage all current association leaders to cultivate your next generation by recommending someone from your organization to participate in this program.

Susan Park  
Coastal & Estuarine Research Federation

**IF YOU ARE INTERESTED IN DEVELOPING YOUR  
LEADERSHIP SKILLS IN THE ASSOCIATION INDUSTRY,  
THEN APPLY TO THIS ONE-OF-A-KIND PROGRAM**

**FOR MORE INFORMATION AND TO APPLY, VISIT  
VSAE.ORG/ALV**

## HEALTH CARE CORNER



The IRS has established the 2019 Health Savings Account "HSA" contribution limits and they have been increased from 2018. The individual limit has increased to a total \$3,500 and the family limit has increased to a total of \$7,000. The HSA catch-up contribution limit for people age 55 and older remains at \$1,000. If your health insurance plan is a qualified High Deductible Health Plan "HDHP," be certain to open up an HSA. Please contact me with any questions.

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

## BOARD UPDATE

The VSAE Board of Directors met on Friday, November 16, 2018 at Kingsmill Resort. The following are highlights from the meeting:

- The ALV program and CAE will be discussed in "How To Get The Most Out of Your VSAE Membership" at the January meeting.
- There has been an increase in SIG participation this year.
- The first drink free offering will be discontinued for our members at the monthly luncheons, beginning in 2019.
- The registration fee for Lifetime members for the Holiday Awards Luncheon will now be half price beginning in 2019.
- Both **Matthew Stanley** and **Trace Carson** have resigned from the Board of Directors. Matthew Stanley's term, which expires in 2019, will not be filled until May 2019. **Stewart Hinckley, CMP**, President and CEO of Ruggles Service Corporation, will be serving the remainder of Trace Carson's term.



**Your VSAE 2019 Membership  
Renewal is Available Online.**

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

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.

Questions? Write Tami at [tami@vsae.org](mailto:tami@vsae.org).



# Leadership reflections



**Ray Mattes, III, CAE**  
VSAE President

There is a quote by David Icke stating, "Today's mighty oak was just yesterday's nut that held its ground." I think this quote applies to VSAE and to its persistence over the years. Our organization stands tall today primarily due to the volunteers, the staff of E&A, and countless VSAE members who have supported the mission; "To be the best at making associations the best." In order to be true to our mission, two years ago the organization adopted a pretty intense and far-reaching strategic plan and, as a result, we have several wins to report:

- The engagement of members has increased through our Shared Interest Groups (SIGs) and volunteer engagement. The result is an expansion of SIGs and an increase in membership.
- To deliver on our second initiative, "to develop tomorrow's leaders," we created and launched the new Association Leadership Virginia (ALV) program that not only develops young leaders but prepares them to further their professional development in preparation for the Certified Association Exam (CAE).
- Through the "Serving the Association Community Task Force," we increased the quality of our programming and rolled out our VSAE Northern Virginia initiative in order to be a true statewide association, thereby increasing membership and participation in that region of the state.

Of course, like many of our own organizations, success is not always about wins. It can also be defined by the manner in which we take on adversity and rise above the negatives while performing at a high level. Yes, 2018 has had its share of wins, but at the same time, we have overcome

challenges attributed to staff changes and tight budgets. However, through the good work of our volunteers and the staff of E&A, our financials are sound, our membership has grown, member engagement is at its highest level, and our member offering is second to none.

VSAE is THE gold standard of association management. We recognize this tree has plenty

hours making this organization the best state-run association in the entire country. Keep in mind, we are looking for future leaders, so we encourage you to step forward with us!

Have a great holiday season. Be safe, have fun, and spend quality time with the family. We will see you in 2019!

**"Engaging and supporting initiatives like the SIGs and ALV will help this organization continue its amazing growth."**

of growing to do, but from where we were 20 years ago to where we are today, we should be proud of the growth of our little nut and continue the nurturing and maturation process of this tall proud organization. Engaging and supporting initiatives like the SIGs and ALV will help this organization to continue its amazing growth, and to become stronger and more critical to the success of our industry and our members.

Lastly, a deep thank you to all the volunteers and task force leaders who have spent countless

## VSAE has released its **2019 CALENDAR OF EVENTS**

Visit [vsae.org](http://vsae.org) for all of the 2019 educational and networking opportunities.

The website has topics for the 2019 Seminar Series, information on the Annual Conference, and charts to track your CAE hours.

## SURVEY PRIZE WINNER

Congratulations to **DALE BENNETT**, President & CEO of **VA Trucking Association**, who was the November Seminar Series with Lunch evaluation prize winner. Dale received an overnight stay with breakfast for two at the **Four Points by Sheraton Richmond**.

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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## AROUND THE COMMONWEALTH



Congratulations to **Connie Bruce**, who has been promoted to Director of Operations & Member Services at **VA Council of CEOs**.

The new **Holiday Inn Newport News at City Center** was among 79 properties in the South—and one of only five in Virginia—selected for a Top New or Renovated Meeting Site Award, presented annually by *ConventionSouth* Magazine. The Holiday Inn Newport News has 183 beautiful new rooms, 11,000 sq. ft. of meeting space, and more.

The brand new **Hyatt Place Virginia Beach Town Center** hotel is under construction, with an expected opening date of May 2019. The six-

floor building will have two meeting rooms and 127 guest rooms, with an indoor pool, 24-hour gym, and free parking. Libby Ross will be the Director of Sales and can be reached for tours and more information at [libby.ross@hyatt.com](mailto:libby.ross@hyatt.com).

### MEMBERS ON THE MOVE

**Rachel Fessendon** is now Sales Coordinator with **Quirk Hotel**.

**Kaitlyn Kain** is now Sales Manager with **The Berkeley Hotel**.

**Lisa Noon, CAE, RCE** is now Vice President with **Organization Management Group**.

## WELCOME NEW MEMBERS

### EXECUTIVES

**Dustin Beekman**  
Medical Society of VA  
Richmond

**Jeremy Bennett**  
VA Association of Counties  
Richmond

**Kelsey Croston**  
Richmond Association  
of REALTORS  
Richmond

**Christine Heubusch**  
Easter Associates  
Richmond

**Victoria Koebel**  
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**Caitlin Schmelz**  
Visit Virginia's Blue Ridge  
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**Beck Stanley**  
VA Agribusiness Council  
Richmond

**Rebecca Woodring, CAE**  
Community Associations  
Institute (SE VA Chapter)  
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**Libby Ross**  
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### ASSOCIATION PRESS

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This newsletter is proudly printed by:



As the Holidays approach,  
we want to say thanks to all our  
★ VSAE Friends.

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look forward to serving the recently acquired Dunmar clients  
as we embark on our 60th year in business.

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