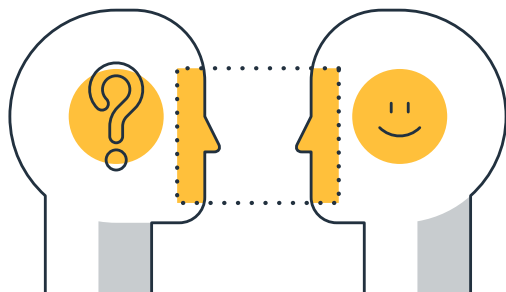


## Unconscious Bias — Making the Unconscious Conscious



Join VSAE on Friday, **April 5, 2019** at the **Delta Hotels by Marriott Richmond Downtown** for the seminar **“Unconscious Bias — Making the Unconscious Conscious,”** presented by Charm Bullard. Many organizations have provided training on unconscious bias for their employees with great success. Once employees are aware of their unconscious biases, however, they are not always clear on what they can do to reduce the impact of those biases in the workplace. This session will provide practical tips and approaches that organizations can implement to help employees make better, bias-free decisions.

During breakfast, Charm will discuss the terms “diversity” and “inclusion,” which are often used interchangeably, but in actuality have different meanings. This conversation will help participants explore and unpack the difference between the two terms and will engage participants in an opportunity to self-reflect on their own foundations of diversity and inclusion.

Charm Bullard is Director of Programs at the Virginia Center for Inclusive Communities (VCIC), an organization that works with schools, businesses, and communities to achieve success through inclusion. In her role, she designs and facilitates educational programs on diversity and inclusion for middle schools, high schools, colleges, workplaces, and community groups. Charm specializes in VCIC’s higher education, workplace, and community programming.

## HAVE YOU REGISTERED YET?



Registration is now open for the 2019 VSAE Annual Conference, hosted by **The Omni Homestead**, May 5–7. A focus of people, process, and performance will be presented in four breakout session tracks—Data Management, Marketing, Leadership, and Networking. New this year is an additional session in each track—that’s now a total of 12 breakout sessions that give you several options to learn and excel for your association and its members!

*continued on page 4 >*

### NEXT EVENT

#### SEMINAR SERIES WITH BREAKFAST

**Friday, April 5**  
*Delta Hotels by Marriott*  
*Richmond Downtown*

CONTENT LEADER  
**Charm Bullard**

#### SCHEDULE

Registration..... 8:00 a.m.

Breakfast &  
Presentation..... 8:30–9:45 a.m.

#### DIVERSITY VS. INCLUSION

Seminar ..... 10:00–12:30 a.m.

#### UNCONSCIOUS BIAS — MAKING THE UNCONSCIOUS CONSCIOUS

**Register at**  
[vsae.org/seminar-series](http://vsae.org/seminar-series)

### UPCOMING EVENTS

#### COMMUNITY SERVICE: VOLUNTEER DAY

**April 18**  
*Shalom Farms*

#### COMMUNITY SERVICE: WALK FOR WISHES

**April 27**  
*Stony Point Fashion Park*

#### 2019 ANNUAL CONFERENCE May 5–7

*The Omni Homestead*

#### SEMINAR SERIES WITH LUNCH

**June 7**  
*The Westin Richmond*

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



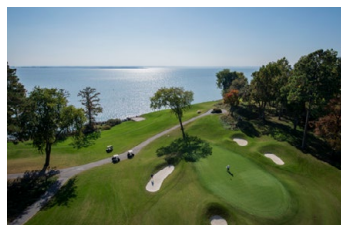
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Richmond Region Tourism  
The Tides Inn

## MEMBER SPOTLIGHT

Ryan Dunn

Executive Director  
Virginia Dental Association



**What are you working on that's new?** We have adopted a new communications platform that engages the membership along email, text and social media platforms.

**What do you like most about your job?** I love developing a strategic plan that easily defines and effectively motivates a membership as dedicated as the VDA's members.

**What is the biggest issue facing you as an association executive?** How to not just be reactive but proactive. Always being aware of changes inside the profession and the industry surrounding it, but also being a catalyst to drive desired changes.

**Who have been mentors and/or role models in your life/career?** I have been blessed to learn from some great leaders in the association world, including Bobbie Kilberg at the Northern Virginia Technology Council and Barry DuVal at the VA Chamber of Commerce, but my Dad was the role model who gave me the tools to succeed because he showed me how manners, honesty, and humbleness will get you further in life than anything else.

**What do you enjoy doing in your time away from work?** I am heavily involved with my church and my kids' activities. I also love classic cars and when I can I love to golf, bowl, and grow my own vegetables.

**What's on your music playlist?** Alan Jackson, Jamey Johnson, and Old Crow Medicine Show.

**What sports/teams do you root for?** All things UVA!

**What drew you to the association industry?** The desire to wake up every day with a clear mission of advancing a common goal in a team atmosphere.

**What advice would you give your younger self?** Don't worry about the things you cannot control.

**What was the last great piece of advice you received?** Sometimes "I don't know" is the right answer.

**If you could visit any place in the world, where would it be?** Jerusalem

**What are three things you want to do before you die?** Attend the Final Four with UVA in it, fly in a fighter jet, and own my own business.

**What 3 words best describe you?** Genuine, loyal, and faithful.

**If you could meet any historical figure, who would you choose and why?** Thomas Jefferson, because I'd love to know if he would approve or disapprove of America's government today, and a few questions about UVA.

**What's your favorite app?** MindNode, to capture my thoughts and ideas.

**What's the most important lesson you've learned in the last 3 years?** That my faith will always sustain me.

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> ANNUAL CONFERENCE, *continued from page 1*

The Annual Conference offers 6+ hours of CAE credits, including sessions by these keynote speakers, provided courtesy of **Powell Kohne Associates, LLC**.



**Michelle Tillis Lederman**

### The Relationship Driven Leader: Because People Do Business With People They Like

Growing a larger network with stronger relationships increases your value, influence, and impact. Discover how you can become a leader who attracts and engages an eager, committed team. Expand your role, build loyalty, and close deals on relationships, not price.



**Mark Grossman**

### YOU Can Be the Best Negotiator in the Room: Every Great Association Executive is a Great Negotiator

An association executive's ability to negotiate is in many ways the most important skill a leader can have. In this high energy, entertaining, and substantive session, Mark Grossman will give you the benefit of what he learned in his 30-plus years as a negotiator.

## PRE-CONFERENCE ACTIVITIES

*All Pre-Conference Activities are on Sunday, May 5. Registrations are limited and require additional fees. All activities include lunch.*



### The Cascades Gorge Hike

Group A: 1:00 – 4:00 p.m. | Group B: 2:00 – 5:00 p.m.

During this three-mile hike you'll learn fun facts about the gorge from an expert naturalist. Learn about regional and unusual flora and fauna and the medicinal and edible properties of the many local plants in this semi-tropical environment. The 13 cascading waterfalls are the perfect spot for a picture.



### Archery and Red Tail Racer Zipline

2:00 – 3:30 p.m.

Try your hand at bow and arrow shooting! Ten stationary targets are set at varying distances for adults and children and a wide selection of bows accommodate right- and left-handed archers, both adult and youth. Seeking an extra dose of excitement or simply want to dive into the fun of a dual racing zip? Then the Red Tail Racer is the perfect course! At 1,300 feet long, the two dueling lines span from the ski area mid-station to the Mountain Lodge. Skilled guides will provide a detailed orientation, including safety and equipment procedures, and each participant will be outfitted with a harness and helmet prior to boarding the lift. This racing course is offered to adults and children 8 years and over, 80 lbs–250 lbs.



### Golf at The Cascades

11:00 a.m. – 4:00 p.m. (First tee time is 11:00 a.m.)

Regarded as one of the finest mountain courses in the country, The Cascades offer challenging links set against the backdrop of Virginia's breathtaking Allegheny Mountains. Sam Snead launched his career on this fabled Virginia mountain golf course, which has the honor of being ranked among "America's 100 Greatest Public Golf Courses" by Golf Digest. Designed by legendary course architect William S. Flynn, The Cascades uses its varied terrain to influence play, rather than dictate it. Nationally ranked, The Cascades frequently tops the list of the best Southern Courses including #1 in Golfweek magazine's "Best Golf Courses You Can Play in Each State."



# BREAKOUT SESSIONS AND SPEAKERS

	MONDAY MORNING	MONDAY AFTERNOON	TUESDAY MORNING
DATA MANAGEMENT	<b>LEARNING TO BE DATA-DRIVEN – STRATEGY BEFORE SOFTWARE</b> <i>Michael Butera, Association Activision, LLC</i> Associations are awash in information of all kinds. Today, learning a few simple, but important rules and becoming data-driven is essential to the modern 21st century association. Learn the principles of being data-driven with the idea of being results-oriented.	<b>GOVERNANCE – QUESTIONS SELDOM ASKED – ANSWERS NEEDED</b> <i>Michael Butera, Association Activision, LLC</i> We are in a time of rapid change and societal upheaval. Explore the three pillars of adapting boards to this new environment—curiosity, action visioning, and sustainability—with a baker's dozen of questions that you should be asking.	<b>TECHNOLOGY TRENDS AND THE EFFECTS ON ASSOCIATIONS</b> <i>Reggie Henry, ASAE</i> With the amount of disruption in (and caused by) technology today, it is important for associations to focus on what's really important—creating member value. Technology trends associations should be focused on will be discussed and demonstrated.
MARKETING	<b>FIND YOUR FAN FACTOR: STREAMLINE, ORGANIZE, &amp; LEVERAGE YOUR SOCIAL MEDIA MARKETING</b> <i>Meredith Oliver, Meredith Communications</i> Would you like to utilize social media more effectively, but you are lacking the time and resources to do so? This session will NOT load you down with more to-do tasks and complicated technology tips. You will learn to develop a process to streamline and organize your social media presence.	<b>REFRAME: THE POWER OF VULNERABILITY TO UNLOCK PEAK PERFORMANCE</b> <i>Meredith Oliver, Meredith Communications</i> Would you like to be more creative, show more leadership, and accomplish more goals? Meredith will use humor to share how a series of lightning bolt moments reframed her world-view. Learn how to recognize your own lightning bolt moments and start taking massive action towards your goals.	<b>USING LINKEDIN AS AN ORGANIZATIONAL MARKETING TOOL</b> <i>Teddy Burriss, Burriss Consulting, Inc.</i> LinkedIn has become much more than a career transition tool; it can be a powerful business tool. Attendees will be exposed to ideas and best practices which when adopted can provide the framework for increasing the benefits of using LinkedIn in your organization.
LEADERSHIP	<b>YOU – THE BRAND: DETERMINE AND DRIVE HOW OTHERS SEE YOU</b> <i>Michelle Tillis Lederman, Executive Essentials</i> How you are known amongst your colleagues is a critical component of your future success. Learn how to strengthen the lasting impressions you make on your network, expanding upon lessons from the speaker's books, <i>The 11 Laws of Likability</i> and <i>The Connector's Advantage</i> .	<b>THE CHANGING WORKFORCE</b> <i>Brad Dawson, LTV Dynamics</i> The basis for industry identification is changing, which brings with it a corresponding need to change the make-up and overall structure of organizations. This presentation highlights those new and emerging C-suite positions and skill sets that are evolving as businesses seek to adapt to the new paradigm.	<b>WHICH HATS ARE YOU WEARING? SWITCHING HATS TO FACILITATE STRONGER TEAMS</b> <i>2018–2019 ALV Cohort Class</i> This highly interactive and engaging session will explore ways to develop a more cohesive and effective team. Participants will learn practical skills around building trust within a team and facilitating dynamic group discussion related to association management.
NETWORKING	<b>INCREASING YOUR NETWORKING EFFECTIVENESS</b> <i>Jim Roman, Association Leadership Institute</i> People join associations to make connections, but not all connections are equal. You will learn how to help your members by teaching them how to get the highest ROI from their networking activities.	<b>TAKE YOUR NEGOTIATING SKILLS TO THE NEXT LEVEL</b> <i>Mark Grossman, Grossman &amp; Stickles</i> As a follow-up to the luncheon keynote address, Mark will take you deeper into the minds of great negotiators. You will walk away with a wealth of ideas to add to YOUR wealth. Come to this session ready to participate in a mock negotiation.	<b>MASTERING YOUR MEMORY</b> <i>Tyler Enslin, Tyler Enslin International</i> In this fun and highly engaging training program you will learn unique and exciting methods to increase your memory skills to extraordinary levels. Most importantly, discover how to use these new skills in daily life—instantly recall people's names, give presentations without notes, and improve mental organization.



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# USING STORIES IN SNAPCHAT, INSTAGRAM, AND FACEBOOK

The concept of telling good stories isn't new. Even Greek philosopher Aristotle, born in 384 B.C., understood the importance of a good story and gave advice on storytelling.

Why has it been such a powerful tool for so long? Because stories inspire people to take action. They activate the imagination and engage emotions. A story activates parts in the brain that can make a listener turn the story into their own experience.

An authentic story from your association can improve trust, which can have a great impact on your membership numbers and the bottom line. Let's look at the social media tools that let us do just that.

## Social Media "Stories" Feature

Snapchat was onto something big in 2013 when they introduced the "My Story" feature into their app. It was so successful at creating a sense of urgency that Instagram and Facebook followed suit three years later encouraging users to share content through a very similar "stories" feature.

It is hard for organizations to know the difference, and regular app tweaks keep them very competitive with one another. They have similar functionality, so let's start with **what is the same across all platforms when using Stories:**

- Content (videos/images) disappear after 24 hours.
- Filters, drawings, emojis, and text can be used to enhance content.
- Content can be shared publicly, privately or just to followers.

- The number of views can be monitored while going live.
- Individually delivered messages can be viewed twice before going away.

## Snapchat Stories

The best way to describe Snapchat Stories is to think about it as texting through videos and still shots – used mostly by teens and early thirty-somethings. It turns content into a live video that creates an urgency to watch and compels the audience to come back often.

Even though many features have been duplicated, Snapchat still maintains a unique and fun feel. Here is what keeps them different:

- All Stories must be created natively on a mobile device through the app – there's no option to upload from another source.
- Snapchat is only available as an app; there's no website for content creators or consumers to visit.
- The conversion Snap Pixel feature for company accounts can measure conversions and retarget site visitors to help create niche audiences.
- Unique and dynamic geofilters can be found in their ad platform.
- Snapchat Stories take up an entire screen and create that focus.
- There is no newsfeed (to steal away followers' attention) that most of us are accustomed to seeing.
- Reach younger Millennials (age 25-29) by partnering with micro-influencers to grow your following.

## Instagram Stories

Instagram Stories allow sharing content in a slideshow format rather than the 10-second video clips found on Snapchat. Once pictures and videos are taken (natively or on the camera roll), users can then add story filters, text, stickers, drawings, and include mentions of other users.

Here's what else makes Instagram different and appealing to an association:

- Adding links and mentions to content are two key features that differentiate Instagram Stories from Snapchat.
- Create and send live Stories that automatically notify your followers who can interact in real-time.
- Option to post Stories to your public profile feed keeping it visible as long as you like (instead of disappearing after 24 hours). Using the Stories saver feature, you can instantly store all your images and videos for future use.
- Instagram Stories feeds are uniquely organized. More "average" posts (not just viral ones) filter to the top of users' feeds. Frequency, consistency, and engagement are just as crucial as posts from more popular feeds.
- The polling functionality in Instagram Stories means a business or an influencer can post a question to followers and get real-time feedback and a sense of who is consuming their content.

## Facebook Stories

The Facebook Stories function first rolled out in the Messenger app. Last to the "story

*continued on page 8 >*

# Successful Launch of VSAE's Association Leadership Program

Last May, VSAE rolled out a brand-new program, Association Leadership Virginia (ALV). Over the proceeding months, you most certainly heard us proudly promoting the program, its benefits, and the individuals who were participating, and inviting you to sign up for year two. Nine individuals from the association community started their leadership



2018–2019 ALV Participants (from left): **Walt Lyons**, VA Bankers Association; **Lauren Simonetti**, VA Society of CPAs; **Jerry Layne**, Industrial Designers Society of America; **Connie Bruce**, VA Council of CEOs; **Sydney Thomas**, LeadingAge Virginia; **Susan Park**, Coastal & Estuarine Research Federation; **Carter Lyons**, CAE, Independent Insurance Agents of VA; **Samantha Kenny**, Easter Associates, Inc. and **Abby Tammen**, Charlottesville Area Association of REALTORS.

journey together at the 2018 Annual Conference. Since then, they've learned, they've led, they've laughed, they've cried. All with hands, hearts, minds, and souls ON! Their ALV journey will culminate with a breakout session presentation on Tuesday, May 7 at the 2019 Annual Conference. They will teach us how to develop cohesive and effective teams by focusing on building trust — an important life lesson. VSAE looks forward to seeing the 2018–2019 class continue their leadership journey as they lead our Virginia association community into the future.

A special thank you to Tom and Melissa Laughon of Catch Your Limit Consulting, for designing the program and serving as the facilitators. Also, thank you to the ALV Development Task Force: **Courtney Fleming**, VA Bankers Association; **Bob Bradshaw**, MAM, Independent Insurance Agents of Virginia; **Keith Hare**, VA Health Care Association; **Shannon**

**McCabe**, CAE, Association of Consulting Foresters; and **Molly Wash**, CAE, VA Society of CPAs.

**VSAE would very much like to continue this stellar program in 2020 to a new set of future association leaders. However, we need a minimum of 15 committed participants for the program to continue.**

If you or one of your staff are interested in participating, contact **Sonnica Montemayor** at [sonnica@vsae.org](mailto:sonnica@vsae.org) or (804) 249-2234.

> STORIES, continued from page 7

party,” now it can also be found on Facebook pages for business. They live above the newsfeed just like Instagram Stories, but they are comprised of two separate parts – Stories and Direct.

- Facebook Direct offers a private messaging function that allows views of content sent directly to the follower. Conversations in Direct can only be started through video/image and not through text.
- Like with Instagram, Facebook Stories do not show up on your timeline. As mentioned, they sit at the top of the Newsfeed displaying as circles. Clicking on them will reveal pictures and videos representing Facebook.
- Since Facebook has been around for far longer, most likely your association already has a following on this platform or relationships with possible influencers, making the Facebook Stories feature more appealing than Instagram. It depends on your overall strategy.
- It is easy to promote influencer posts directly via Facebook. Your association can also retarget relevant influencer content in a transparent manner and manage multiple influencers at the same time.
- Just like with Instagram, Facebook Stories are a great resource to show off events; or provide an inside view of your association at work or play – thus, humanizing your business.

No matter which platforms you choose, using the “Stories” feature will help to engage your members on a regular basis and can help grow your membership. Plus, they are all lots of fun to experiment with.

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# Vote for Your Officers and Directors at the Annual Business Meeting on April 5

The Nominating Committee, chaired by Immediate Past President Scot McRoberts, MPA, IOM, and the Board of Directors, nominate the following slate of officers and directors for the 2019-2020 year (May 1–April 30).

## OFFICERS

### PRESIDENT

**Duront "D" Walton, Jr., CAE**  
Executive Director  
VA Telecommunications Industry Association

### PRESIDENT ELECT

**Phyllis Errico, JD, CAE**  
General Counsel  
VA Association of Counties

### TREASURER

**Maureen Dingus, CAE**  
Chief Operations Officer  
VA Society of CPAs

### SECRETARY

**Steven Williams**  
Partner  
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### IMMEDIATE PAST PRESIDENT

**Ray Mattes, III, CAE**  
President & CEO  
Retail Alliance

## DIRECTORS

**Sarah Gouger**, Executive Director, The Builders' Exchange Association of Virginia; **Richard Johnstone**, President & CEO, VA, MD, DE Association of Electric Cooperatives; **Shannon McCabe, CAE**, Executive Director, Association of Consulting Foresters; **Lisa Noon, CAE, RCE**, Vice President, Organization Management Group; and **Tracey van Marcke**, Chief Executive Officer, VHHA Foundation, to begin new two-year terms.

**Amy Hewett, CAE**, Vice President of Strategy & Communications, VA Health Care Association; **Stewart Hinckley, CMP**, President & CEO, Ruggles Service Corporation; **Katie Newland**, Executive



Director, AGC National Capital; and **Tom Witt**, Engineer Director, VA Transportation Construction Alliance, to continue serving the remainder of their current terms.

**Jordan Vallerga, CMP**, Group Sales Manager, The Founders Inn & Spa, A Tapestry Collection by Hilton to serve one-year term as the Associate member representative.

Additional candidates for the offices to be filled (except President and Past President) may be placed on the ballot with a petition signed by at least 10 percent of the members eligible to vote. The petition shall be filed with the Secretary at least one week before the election. The Secretary shall send notice of such additional nominations to all members eligible to vote before the election. Vote on the VSAE 2019-2020 slate of officers and directors at the Annual Business Meeting and Board Election, held on April 5 at the Seminar Series with Breakfast at the **Delta Hotels by Marriott Richmond Downtown**.

## 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](http://vsae.org/ignite).**



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As an association, having a solid marketing strategy is a must. But what are you doing to keep your marketing efforts organized?

With so much of your time and money being put into marketing materials, it's important that you make sure things get promoted and published at the right time and in the right manner. Without keeping track of marketing, you could be wasting money—and a lot of it (after all, Business 2 Community reports that by next year the average spending on digital advertising and marketing will skyrocket to \$110 billion).

Your association's marketing should speak for itself and get the job done with no hassle. With a marketing calendar in your association's toolbelt, it's easier than ever before to keep your team on track.

### Calendars: Why they work

You may be wondering, why should your association be focused on a calendar? Is this the best way to keep track of projects?

While every association may find different organizational methods that work, a marketing calendar is a classic strategy that gets the job done. It allows you to keep all projects and tasks in one place, share your calendar with other members on your association's team, and set due dates for when things need to be finished, released, and double checked.

It also allows you to free up time in your schedule. As an association professional, you're most likely dealing with a full plate of tasks and meetings each day. But with your marketing materials scheduled and under control, you can use the time you would normally allot for marketing work for other areas of your day, allowing you to better manage your workload.

Need another reason? It's also a great way to promote team collaboration.

## How to Create a Marketing Calendar to Keep Your Association Organized

If you're using an online task managing calendar like Asana or even sharing your Google calendar, you have a great tool in front of you to get your whole team together on the same marketing project and get the job done on time.

Here are some best practices you can use to make sure your marketing calendar is optimal.

**1. Try a template.** If this is your first time using a marketing calendar, it may be helpful to look into different templates to use.

By using an excel template, your association has a way to create a highly detailed marketing calendar that covers every task. You can organize any goals and deadlines you have going, share this excel sheet with your team, and have a document that everyone can easily understand and collaborate on. Trying a template can save you the stress of having to create a calendar template of your own.

With templates ranging from simplistic to detail oriented and complex, there are tons of options available for anyone looking to organize their marketing materials online. Smartsheet has a great list of marketing templates for any association looking to get their hands on one.

**2. Split your calendar into categories.** Odds are, your association has a lot of different marketing campaigns. After all, you're a jack of all trades—and you have a lot going on for members and audiences to enjoy.

From events, to advertising, to social media and all other campaigns in between, there can be a lot of sides to your association's marketing "coin". And if you can split them up into their respective categories, you'll have a better chance of micro-managing each marketing campaign.

Consider making multiple marketing calendar pages for each campaign to keep things separate and tackle each campaign on its own. Or, you can assign marketing team members to different campaigns and have each section create their own calendar to work on. There are multiple ways to divide the organization, so choose the one that works best for your staff.

**3. Plan important marketing dates.** Be sure your marketing calendar is chock full of the most important dates for your association.

You want to keep track of any milestones, anniversaries, or days to celebrate that could be potentially important to your marketing team. For example, the day your event gets announced, your association's birthday, content teaser release dates, and anything else that deals with marketing to your audience.

By listing out all important dates, you'll never be surprised when one sneaks up on you. This way, you'll have your marketing materials ready to be sent out and enjoyed by all that see them. Lay all of your deadlines and dates on the table and work from there.

With a properly executed marketing calendar, your association can create a much more cohesive and organized marketing strategy while freeing up more time to succeed in other areas.

### HEALTH CARE CORNER



Associations are looking for opportunities to help their members with health insurance options. Without a doubt there is power and leverage in large numbers. Association Health Plans are a hot topic of conversation, however there are other alternatives as well such as Multiple Employer Welfare Arrangements (MEWAs), Multiple Employer Trusts (METs), franchise plans, and various levels of consortiums. AP Group is currently working with VSAE and other VSAE association members to create a special health insurance offering. Please contact me with any questions.

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### ABOUT THE AUTHOR



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## PARTNER HIGHLIGHT

### New Marriott Virginia Beach Oceanfront Rolls Out The Red Carpet for Meetings in Early 2020

The new Marriott Virginia Beach Oceanfront will welcome its first guests in early 2020. The 305-room, \$125 million hotel is the second phase of the acclaimed Cavalier Resort, ushering in a new level of excitement to the resort city with an unrivaled level of capabilities.

#### A Meeting and Event Planner's Delight

The new Marriott offers more than 27,000 square feet of meeting space, the largest on the Virginia Beach Oceanfront. When combined with the historic Cavalier Hotel, available square footage totals more than 40,000, all on the Cavalier Resort Campus.

The Marriott ballroom is also the largest in the oceanfront resort area. The ballroom is complemented by nine additional breakout rooms including a dedicated Executive Boardroom, large pre-function spaces, an Outdoor Private Event Terrace, and an expansive oceanfront lawn for seasonal receptions.

#### Relax in Contemporary Guest Rooms And Suites

With 305 guest rooms and suites, guests can select from 99 kings, 129 double queens and M Club suites, 64 king extended suites, 12 one-bedroom king suites with separate living room, and a luxurious presidential suite. For larger groups, the Cavalier Hotel offers an additional 85 rooms and suites on the same campus.

#### Great Restaurants and Amenities Abound

The new Marriott features a rooftop restaurant and bar with a sophisticated Asian theme. The menu includes extensive sushi and sashimi selections and Asian-inspired dishes from throughout the Pacific Rim. Guests can dine throughout the day and evening on the lobby level at the beach-casual restaurant serving local favorites and a

## MARRIOTT VIRGINIA BEACH OCEANFRONT



daily breakfast buffet. The hotel will also serve guests at the M Club Lounge.

The spectacular Virginia Beach oceanfront headlines the list of many leisure time activities, with sand and surf just steps from guest rooms. Complete beach service is available including an oceanside bar. Guests can also enjoy the large year-round indoor/outdoor pool and fully equipped fitness center.

The Cavalier Hotel, as part of the Cavalier Resort campus, brings another level of amenities, fun, and relaxation to Marriott guests. The Sea Hill Spa serves guests of the Marriott with massage and a comprehensive menu of salon services.

Adjacent to the Spa is the indoor pool where guests can enjoy après-spa beverages and snacks.

The historic Cavalier expands Marriott guest dining options with two restaurants, elegant garden dining, and afternoon tea in the eclectic Raleigh Room. And the Cavalier is the only hotel in America with its own distillery open to guests daily.

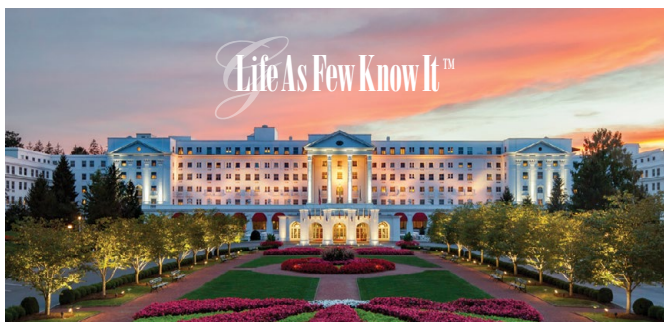
There is no oceanfront resort in the region that can compare to the Marriott Virginia Beach Oceanfront at the Cavalier Resort. It's the perfect meeting and convention destination.

### WANT MORE INFO?

Michael Kokolis, Director of Sales & Marketing

[Michael.Kokolis@marriottvirginiabeach.com](mailto:Michael.Kokolis@marriottvirginiabeach.com)

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## AROUND THE COMMONWEALTH



**Dr. Kendall Tyree Covington**, Executive Director of the **Virginia Association of Soil and Water Conservation Districts**, welcomed a baby girl, Tyree Anne Covington, on February 15.

The **Holiday Inn Newport News at City Center** was recognized at the 2018 Independent Free Papers of America annual competition with a third-place honor for local business coverage.

**Kelly Morris**, Senior Sales Manager at the **Doubletree by Hilton Charlottesville**, was presented the 2018 Manager of the Year award. She also received her five-year anniversary recognition of her return to the property. In total, Kelly has worked for **Doubletree by Hilton Charlottesville** for 14 years.

**Katie Newland**, Executive Director of **ACG National Capital**, has become a member of the Associates Board for the Wolf Trap Foundation for the Performing Arts.

Congratulations to **Salamander Resort & Spa** for earning the industry's highest honor, a Five-Star Rating from Forbes Travel Guide. The resort was one of only two new properties in the U.S. to receive the honor this year and is the first destination resort in the D.C. region to achieve the designation.

**Matthew Stanley, CAE**, who is currently on a one-year leave of absence, has passed the CAE exam.

**Robin Sweeney** has been promoted to Director of National Sales for **The Greenbrier**. She will be representing the association and corporate markets in Virginia, Washington D.C., and Maryland.

**Krystalyn Weaver, PharmD**, Vice President of Policy & Operations for the **National Alliance of State Pharmacy Associations**, and **Mihir Elchuri**, a fellow Virginian, eloped to Paris in December. They got married in front of the Louvre.

## WELCOME NEW MEMBERS

### EXECUTIVES

**Laura Givens**  
VA Dental Association  
Richmond

**Shannon Jacobs**  
VA Dental Association  
Richmond

**Sarah Marshall**  
VA Dental Association  
Richmond

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Mark Pratt Consulting  
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**Elise Rupinski**  
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**Lynn Wisman**  
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**Megan Wyman**  
VA Dental Association  
Richmond

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**Ami Calhoun**  
Francis Marion Hotel  
Charleston, SC

**John Hess**  
The Omni Homestead  
Resort  
Hot Springs

**Jessica Hock**  
Wyndham Virginia Beach  
Oceanfront  
Virginia Beach

**Dominique Holt**  
Ritz Carlton, Kapalua  
Williamsburg

**Scot Rose**  
Hyatt House Virginia  
Beach Oceanfront

## SURVEY PRIZE WINNER

Congratulations to **Shepherd Cronemeyer**, Deputy Executive Director of **Virginia Agribusiness Council**, who was the February Seminar Series evaluation prize winner. Shepherd received an overnight stay with breakfast for two and complimentary valet parking at the **Hilton Richmond Downtown**.

Be sure to submit the evaluations that are emailed after every event you attend. Your feedback is valuable to making VSAE events successful.

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