

Join fellow VSAE members for a breakfast meeting followed by gatherings of VSAE's Shared Interest Groups (SIGs). SIGs are a great way to learn from fellow association executives about the issues keeping you up at night. These member-led groups are organized around areas of interest and offer a forum for you to discuss what matters most to you. The following are the current SIGs available to VSAE members.

Associate Member (New)

For Associate Members in various roles, who wish to share sales and marketing best practices.

Association Management Companies

For executives of firms that provide management and specialized administrative services to trade associations and professional societies.

Communications & Marketing

For association professionals who are responsible for communications & marketing within their organizations.

Government Affairs

For executives who lobby or are otherwise involved in association advocacy efforts.

Large Association CEOs

For CEOs of associations with six (6) or more employees; discussion topics include staff development, board relations, legislative issues, technology, and association resources.

Meeting Planner

For association professionals who are responsible for meeting planning within their organizations.



Senior Staff

For executives who deal with organization-wide issues like strategic planning, staff management, and organization culture.

Small Association CEOs

For CEOs of associations with five (5) or fewer employees; discussion topics include staff development, board relations, legislative issues, technology, and association resources.

Technology (New)

For association staff whose responsibilities include aspects of technology and want to participate in a guided discussion and share best practices.

REGISTRATION

Early registration fee is \$20 and ends August 5. *Please note this is a Monday, instead of the usual Tuesday deadline.* Regular registration fee is \$35 and begins August 6.

For more information and to register, visit vsae.org/palooza.

DON'T MISS IT!

**SIG-A-PALOOZA!
WITH BREAKFAST**

Thursday, August 8
Virginia Crossings,
Tapestry Collection by Hilton

SCHEDULE

8:00-8:30 a.m. Registration
8:30-9:45 a.m. Breakfast
10:00-11:30 a.m. SIG Meetings

Register at
vsae.org/palooza

UPCOMING EVENTS

AMC RETREAT

July 9
Embassy Suites Richmond

MEETING PLANNER SUMMIT

August 1-2
Craddock Terry Hotel
and Event Center

COMMUNICATIONS & MARKETING SIG

August 28
Location TBD

SEMINAR SERIES

WITH LUNCH
September 5
Richmond Marriott Downtown

CEO & SENIOR STAFF RETREAT

September 16-17
The Greenbrier

FALL CONFERENCE

October 2-3
Greater Richmond Convention Center
and Hilton Richmond Downtown

COMMUNITY SERVICE

PROJECT: HOMES
October 16
Location TBA

Check out all events at
vsae.org/calendar.



FALL CONFERENCE REGISTRATION IS OPEN

REGISTER TODAY FOR VIRGINIA'S PREMIER EVENT FOR ASSOCIATION EXECUTIVES, PROFESSIONAL MEETING PLANNERS, AND OTHERS WHO ARE INVOLVED WITH PLANNING MEETINGS OR EVENTS. VISIT [VSAE.ORG/FALLCONF19](http://vsae.org/fallconf19)



**MORE WAYS
TO MEET.**



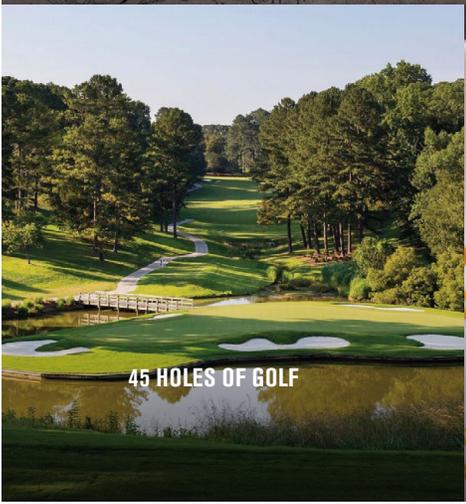
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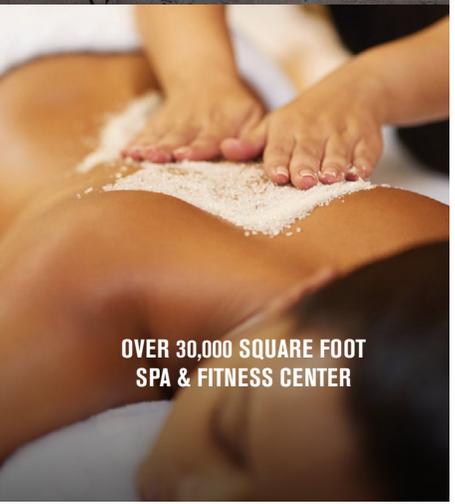
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Sonia Montemayor, CAE
Deputy Executive Director

thank you.

**“Those who can, do.
Those who can do more, volunteer.”**

On behalf of the Board of Directors and staff, we are grateful to all those who served the organization so well this year. The success of VSAE wouldn't be possible without your contributions. You are an important part of our organization and we want you to know that. Thank you to VSAE members who served on 2018-2019 committees.

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- **Jim Roman**
Association Leadership Institute

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VA Association of Counties
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The Tides Inn
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VA Council of CEOs
- **Susan Moore, CMP**
VA Sheriffs' Association
- **Sally Noona, CMP**
Virginia Beach CVB
- **Paula Racey**
Spirit of Norfolk

MARK YOUR CALENDARS

AMC Retreat

July 9 | Embassy Suites Richmond

- For association executives who own or work for association management companies
- Presentations, roundtable discussions, and networking opportunities
- 6 CAE hours

Meeting Planner Summit

August 1-2 | Craddock Terry Hotel and Event Center

- Two-day conference for meeting planners
- Presentations, roundtable discussions, and networking opportunities
- 6 CAE hours

CEO & Senior Staff Retreat

September 16-17 | The Greenbrier

- Two-day event for C-suite executives and other senior staff leaders
- Presentations, roundtable discussions, and networking opportunities
- 11 CAE hours

Fall Conference

October 2-3 | Greater Richmond Convention Center and Hilton Richmond Downtown

- Virginia's premier conference for association executives and meeting planners
- Workshop, keynote presentation, and breakout sessions
- Tradeshow with over 60 exhibitors
- 6.5 CAE hours

VSAE Board Retreat Recap



Your VSAE board met in beautiful Hampton, Virginia for its first official meeting of the 2019-2020 term the week following our Annual Conference at The Omni Homestead.

Since I joined the VSAE board in 2013, this annual gathering has proven to be a benefit to your board members for multiple reasons, but chief among them is the opportunity to get to know fellow board members while attending to the business of our association. This includes our fiduciary responsibility for budget review and approval, discussing any suggested bylaw changes, an update on our first ALV program, and any other governance matters requiring board discussion and action. We authorized a review of our current strategic plan to determine if corrections and/or changes are required to help chart our path for the future. We discussed some new program ideas which are being vetted for member interest and financial feasibility. We also authorized seed money to build a database of associations in Northern Virginia for expanded VSAE services and programs in that area.

Our meeting space was graciously provided by Jeff Fork and Erin Eissens at the **Embassy Suites by Hilton Hampton Hotel & Convention Center** team. Lori Leib from



the **Hampton Convention & Visitor Bureau** and her support groups facilitated our team building via several late afternoon activities at the historic Old Point Comfort. We were offered the option of guided walking tours or Segway tours of this historical gem at the nautical mouth of Hampton Roads. Our day was capped with a reception at the **Hampton Roads Convention Center**, punctuated with a spin on the refurbished 1910 Buckroe Beach Carousel, then dinner under the stars and planes of the Virginia Air & Space Center/ NASA Langley Visitor Center.

What a great start to another productive and prosperous VSAE year!

Duront "D" Walton, Jr., CAE
VSAE President

Notice of Change in Bylaws

Effective May 13, 2019, VSAE's Board of Directors made non-substantive editorial changes to the bylaws. On May 16, all VSAE members received an email outlining the changes made. You may review the entire VSAE bylaws at vsaе.org/bylaws. Contact **Sonnia Montemayor, CAE**, at sonnia@vsaе.org if you have any questions regarding the changes.

RECOGNIZE YOUR PEERS

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

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

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

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

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

The nominations deadline is Friday, September 6, 2019. Winners will be recognized on December 6, 2019 at VSAE's Awards Luncheon & Silent Auction.

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

MEMBER SPOTLIGHT

Tracey van Marcke

Chief Executive Officer
Virginia Hospital & Healthcare Association (VHHA) Foundation



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

We have been focused on securing external funding to support work in Virginia hospitals in line with the Association's strategic plan. We have had some great success and were just awarded our largest single grant to support the implementation of Hospital-based Violence Intervention programs. These programs will help victims of violent crimes access social services in the most high-need areas in the Commonwealth, making communities safer and healthier.

What do you like most about your job?

I love that I have the independence and creative freedom to lead a non-profit organization whose mission I truly believe in during a time of great growth with the support and backing of a well-respected statewide Association. The fact that I get to work with a talented team and have fun doing it is icing on the cake!

What's on your music playlist?

I often listen to serial podcasts, but when I choose music it's usually 90's grunge from my college years, or yacht rock that reminds me of simple summer days as a kid growing up near the New Jersey shore.

What advice would you give your younger self?

I would tell my younger self to lighten up and not take things so seriously—a lesson I am still learning. Also, that it all works out—I was able to be both a stay at home mom and have the career I've always dreamed of, which turns out to be pretty incredible.

What are you most proud of?

I am most proud of the life that my husband and I have built together and for our children, Anna (17) and Alex (15). Quentin and I are true partners and best friends – and that relationship has been a great foundation for us to raise happy, healthy, and kind kids that make us proud every single day.

What three words best describe you?

I have always been told that I have a calming presence on others. So, I'll go with calm, cool, and collected!

What piece of advice would you give someone new to the association world?

It's important to always maintain a member focus and let that guide your work. Include varying perspectives from both your membership and your staff when making decisions and take a collaborative approach whenever possible. These themes are present in new corporate values that we recently adopted at VHHA, and I think provide excellent guidance for anyone who wants to succeed in the association world.

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What Have You Done for YOU Lately?

The CAE is an Investment in Your Career.



Have you considered taking the next step in your career by obtaining the **Certified Association Executive (CAE)** credential?

If you are an Executive Director or CEO, you know how complex and varied your position is. If you're not, you may wonder how you can get ready for the next step. Either way, VSAE wants to support you on the journey.

If you qualify to take the exam, or are close and want to explore it, we encourage you to participate in the VSAE CAE Study Group this fall. Past study groups have been instrumental in ensuring candidates pass the exam.

The content of the exam is comprehensive, including some areas you may not have been exposed to yet. Hearing discussion from a variety of professionals helps you understand the material and the perspective from which you need to take the exam.

The study group will begin in early September and is typically scheduled once per week for ten weeks. The application deadline for the next exam is **September 27, 2019** and the exam will be administered on **December 6, 2019**.

Invest in your future. If you are interested in participating in the study group this fall, please email **Sonnia** at sonnia@vsae.org.

For more detailed information, please visit whatiscae.org.

LOOKING INTO THE FUTURE OF EVENT TECH

Your guidepost for event-technology decisions should be to put your customers' experience before your staff efficiency. As the event-tech space continues to evolve with a number of mergers and acquisitions, I see four changes coming for larger annual conferences.

#1. Security is Expensive, but Critical

Conference organizers are generally unaware that last year most event-technology software companies lost three or more months of future development time to focus instead on compliance requirements for General Data Protection Regulation (GDPR). Most event organizers reacted by significantly changing their rules around data governance and privacy to be in compliance. The California Consumer Privacy Act is similar to GDPR and goes into effect on January 1, 2020.

What this means is that event-technology solutions need to invest more heavily to ensure that they protect attendee personal data and credit card information. The level of difficulty is high. Software solutions built on older platforms and smaller companies with fewer resources are going to have a harder time meeting event organizers' more stringent data-security requirements.

#2. Overwhelmed by Big Data

Conference organizers who jumped on the big-data bandwagon are drowning in so much information, they can't make sense of what changes need to be made. Conference organizers need to walk before they run, and to track explicit—not implicit—behavioral cues. Don't track who is in a certain area, their dwell time, or other implied behaviors. Instead, track the exhibiting companies an attendee favorited on the app, the sessions they attended, and the handouts they downloaded. If your organization does not have marketing-automation software, you are putting the cart before the horse by tracking attendee behavior.

#3. The Demise of Lead Retrieval

This prediction may be a few years away from becoming reality, but I believe the lead-retrieval business model — which significantly funds registration services and credentialing for major conferences and shows — is going

to disappear. This is a really big deal because some conferences will need to pay three to five times more for registration than they do currently.

It's yet another example of how costs have traditionally been shifted away from the organizer to the exhibitors. The way B2B buyers purchase goods and services has changed. Exhibits are less about lead generation and more about nurturing. Exhibitors aren't going to continue to shell out hundreds or thousands of dollars each to collect contact information.

#4. To Integrate or Not to Integrate

One thing I learned early on when it comes to event technology: Association management systems (AMS) were never built to manage complex annual meetings and exhibits. While there are many associations that successfully process meeting registrations using their AMS, there are very few that have a highly integrated exposition- or speaker-management system. It's a significant customization that is unlikely to ever deliver a return on total cost of ownership.

Instead of wasting lots of money on an integration for exposition- or speaker-management systems, select a best-of-breed configurable solution and focus on making it easier for the customer to connect and process through single sign-on.

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ABOUT THE AUTHOR



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Megan S. Williams, CAE, CMP

Pamela Flynn

For this special Meeting Planner edition, the *Association Press* interviewed two meeting planners to learn of their experiences and insights on issues facing the industry, and particularly challenges facing meeting planners. The two meeting planners interviewed were **Megan Williams, CAE, CMP**, Deputy Director of Virginia Sheriffs' Association; and **Pamela Flynn**, Meetings Manager, Eisenman & Associates, Inc.

What's the biggest change you've seen in preparing for events, or what changes do you see coming?

Megan: For us, it is more about content than ever before. In the past, our members attended because it was the big social event of the year. However, as time has gone on, our attendees are looking for more ROI for attending. They want to see a quality agenda with relevant material to assist in their profession as justification for spending several days out of the office and a significant amount of money to attend.

Pamela: Less printed materials before and during an event in different areas of the event. For example, most speakers no longer provide copies of their presentation slides. They prefer to provide an interactive worksheet or note template for attendees to capture the major learning points. Utilizing a mobile app for an event is also gaining popularity. It allows the event host to provide up-to-date information on the venue, weather, sessions, speakers, and so much more! Even VSAE utilizes a mobile app [shameless plug for VSAE's mobile app, Engagefully]. Our goal is to enhance executive and associate interaction and the app allows for connecting before, during, and after the event.

Meeting Planner Q&A

How do you utilize volunteers to plan for your events?

Megan: We use sheriffs and deputies as expert speakers on certain topics.

Pamela: Volunteers are integral part of VSAE events! From committee engagement (Community Service Committee, Education Committee, Conference Task Force, Membership Committee, and Silent Auction Task Force) that impacts an aspect of the event to participating in the event themselves by introducing speakers, selling raffle tickets, or greeting and welcoming new members.

Care to share a meeting planner horror story from one of the events you've planned? How did you handle the situation?

Megan: We booked a hotel that had just opened, and we were one of the first groups to use it. The hotel was not at all prepared for executing a large conference. The parking spaces in the garage were not marked well as to where you could park or not, so sheriffs and deputies had their law enforcement vehicles towed – even worse, cars that were valet parked were also towed. The wrong food and amounts were put out for the meals, usually late, and then the food was not removed after one of the breakfasts and the biscuits began to smoke in the serving trays. The exit doors were chained shut. The fire alarm went off in

the middle of the night, so all attendees and staff were outside in their pajamas. Check-in was slow and the invoices were incorrect upon checkout. After the conference was over, all I wanted to do was leave the hotel, and valet had lost the keys to our company car! As any meeting planner would do, you deal with each crisis as it presents itself and figure out the best solution with the most minimal impact on attendees. For the most part (besides the towed cars and fire alarm), the attendees didn't know the half of it, which is what you want.

Pamela: Picture it...Richmond, Virginia January, 2018...the speaker was flying in from the West coast, the exhibitors were all set, and over 100 participants were excited for the symposium. However, a huge snowstorm has moved in and your event is tomorrow. Couple that with the fact that Richmond is 100% a southern city when winter weather hits, so snow removal may take a few days. Plus, your venue will most likely close due to weather. So, from home in your comfy pajamas you converse back and forth with the speaker's assistant, who is texting the speaker at 30,000 feet in the air. By the time she lands in Chicago, a cancellation email has been sent to the exhibitors and participants and arrangements were made for the speaker to spend the night in Chicago and fly back to California the next day. Thankfully, checking the weather days in advance and having a contingency plan in place made the situation not as stressful as it could have been. My crisis management skills were tested and thankfully I passed.

What's your favorite budget-friendly trick or hack for planning an event?

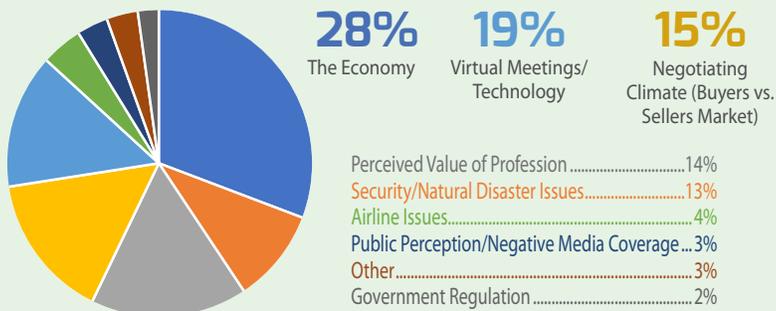
Megan: Breaks based on consumption versus a per person amount if possible.

continued on page 8 >

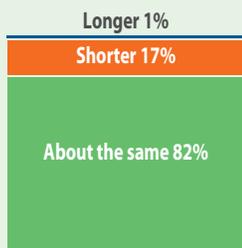
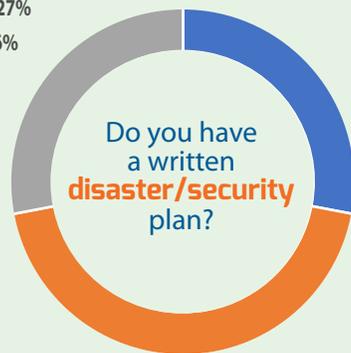
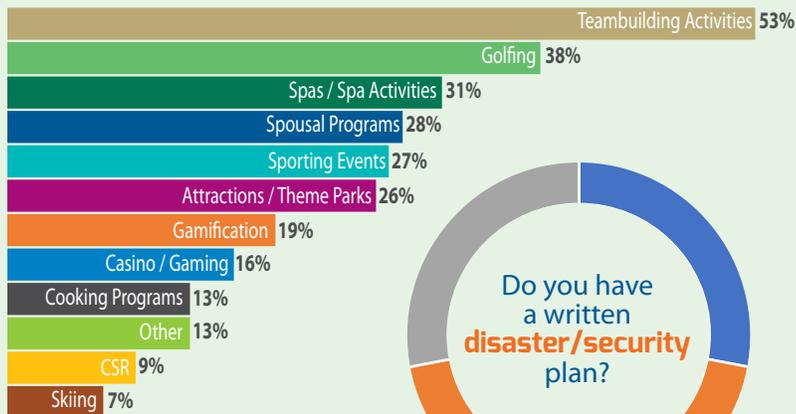
Meeting Trends

Here are a few interesting statistics from the 2019 results of the *Meetings Today Trends Survey*. Visit MeetingsToday.com for the full story. Reprinted with permission from Meetings Today. ©2019.

What is the biggest threat to the meeting planner industry?

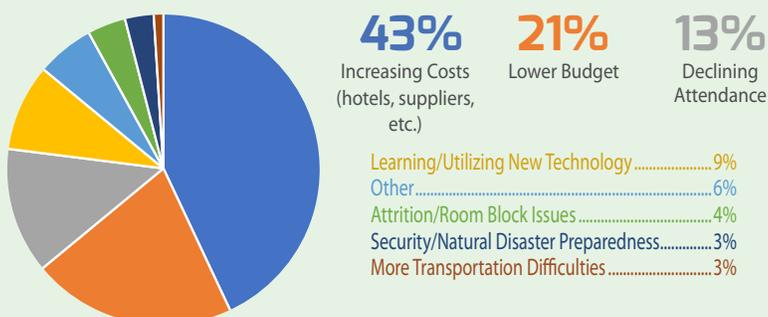


What activities do you incorporate into your meetings?



Do you think your meetings will be longer or shorter in the coming year?

What is your biggest challenge in the coming year?



> Meeting Planner Q&A, continued from page 7

Pamela: For those off-site events where catering is ordered in, purchasing an all-day package that only charges one delivery fee can be beneficial.

What do you like most about planning your association's events?

Megan: Thinking about the big picture and how all the parts fit together to have a successful meeting. It is always a joy (though exhausting) to get together with your members. They are why we exist, so it is always good to reconnect and get reenergized with their needs in mind.

Pamela: As a meeting planner, we invest hours of ourselves into our clients' events and it means so much when individuals recognize, compliment, and appreciate the time and talent that goes into making their event experience enjoyable. Seeing them respond positively to certain event elements is always rewarding.

What's your biggest or constant challenge when planning events?

Megan: For us, it is growth, so a positive challenge. Our exhibit numbers keep growing, and we need to be able to find facilities big enough to house our meeting as well as the exhibitors, who represent a significant amount of revenue. We book hotels several years out and by the time the meeting rolls around, our space and room block are not big enough. We are constantly having to get overflow hotels, and of course, no one wants to stay at the overflow! However, we have also become a lot more creative and flexible with meal events to the benefit of everyone.

Pamela: I think every event planner can feel this one— combining what the client wants and what can be delivered. It's great to think outside the box and be creative to provide the best service to your client; in fact, I encourage it! But there are times a client wants the moon and stars on a flashlight budget or without understanding how one aspect of their event impacts another aspect. It's our job to provide guidance and direction while respecting their wishes.

Knowing what you know now, what's one piece of advice you'd give your younger self planning your first event?

Megan: Don't get so stressed before an event – enjoy it and trust that you have thought through it all and if something unexpected pops up, just know you can deal with it!

Pamela: One, the finished product will look nothing like you pictured and that's okay. As long as the client and the attendees are pleased, it was a success. Two, something always goes awry. Sometimes it's something small like the speaker getting lost in the parking garage, to something much bigger like a snowstorm.

When Can You Use Images of Members From Your Events?

You want to showcase your community in marketing and social media, but is it OK to use photos and videos of them taken at your events? In the post-GDPR world, you may need to get their consent.

Last December, Facebook announced that a software bug allowed a third-party developer to access the photographs of nearly 7 million users, regardless of whether these photos were shared or not.

This brings to light related data-privacy questions that associations have been asking regarding the use of photos and videos from their meetings and other events: Now that the European Union's General Data Protection Regulation (GDPR) has gone into effect, can associations continue to use these assets to market and promote their events? Do organizations need consent from every person in a photo?

If we are talking about general images of attendees who are going about their business at an association event, it is important to alert them that photography or filming is happening in the vicinity. And when an individual is identifiable, associations may want to seek out consent, as defined by GDPR.

Collective shots of conference sessions are allowed, but where individuals are identifiable in small groups—perhaps two to three people chatting over coffee—a photographer should seek consent.

Associations should take this opportunity to explain their interest in these assets and to reassure individuals that they are not going to sell images inappropriately.

Equally, where there is general filming or photography taking place at events, a notice should be placed at conference check-in or in hallways to alert attendees. Then, if they wish, they can ask not to be filmed or recorded.

Such consent is unlikely to be an issue for conference speakers or those who ask questions during a meeting. The

lawful basis for data processing of “legitimate interest” would apply, as they have a reasonable expectation that the conference organizer would use any images in future publicity or news items about the event.

It may be sensible, however, to ensure that speakers understand their consent when agreeing to participate and refer to it in their terms of the agreement.

If an organization intends to allow selected third parties to reuse images (e.g., media, sponsors, exhibitors, and so forth), it needs to consider seeking express consent, as it is not a reasonable expectation—therefore a legitimate interest—for delegates to expect or assume that people outside the organization might use their images.

With regards to speakers, award winners, and those who ask questions in open sessions, these situations would be covered by legitimate interest. When people apply for an award, there is a reasonable expectation that they also expect the association to use any images in publicity and press reports across relevant media. However, organizations should be transparent in the relevant documentation with calls for nominees and explain how they intend to use photos in the follow-up publicity. The same standards apply to those who accept invitations to judge awards.



Also remember that consent is not limited to marketing materials and event promotion: It also applies to media posted to social accounts like Twitter, Facebook, LinkedIn, or Instagram, which may document an event or anything that flows from event coverage. But provided associations have followed a few practical steps, they should always have a legitimate interest in gathering and distributing media assets.

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Located on 2,300 acres in the scenic Allegheny Mountains, this iconic destination features 100,000 square feet of indoor and outdoor function space. Meeting space includes the 13,485 square foot Grand Ballroom and the 10,368 square foot Regency Ballroom. Each can be configured to host parties from 10 to 1,200 guests. Known as America's First Resort, The Homestead celebrated its 250th anniversary in 2016.

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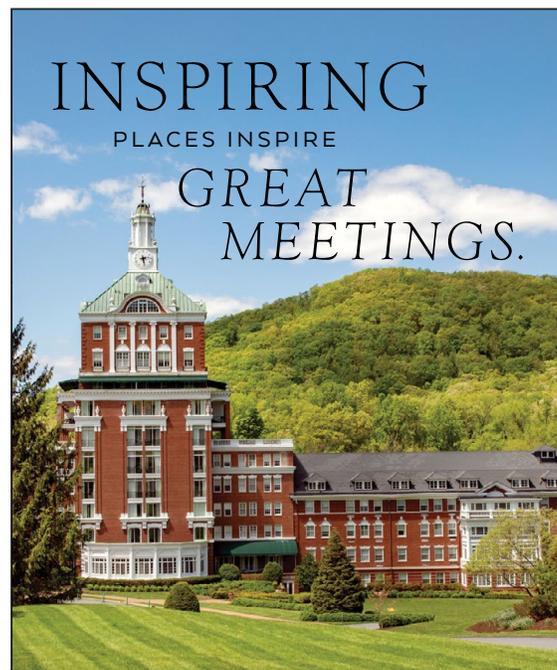
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CONTACT:

For more information or to begin planning your upcoming meeting or event, contact The Omni Homestead Sales Team at (888) 796-5838 or meet@thehomestead.com.



Thank you for allowing us to host the 2019 annual conference. It was an honor and a privilege to welcome all of you to our resort and we look forward to seeing you again soon.



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AROUND THE COMMONWEALTH



Marchelle Albertson has joined the ACEC Virginia team as Marketing & Communications Specialist.

After nine years as the CEO of the Charlottesville Area Association of REALTORS®, Anne Gardner is leaving to join the Cape Fear REALTORS® as CEO of the Wilmington, NC based Association as of July 15, 2019.

The Holiday Inn at Valley View has just completed a multi-million-dollar renovation with a new lobby, sleeping rooms, meeting rooms, pool, fitness center, and restaurant.

Organization Management Group has received its fourth re-accreditation by the AMC Institute, the global trade association representing the association management company industry.

Jonathan Shouse will retire from the Virginia Farm Bureau Federation on Sept. 3, 2019 after 37 years with the Farm Bureau, 29 of those as Corporate Secretary. He has been a VSAE member since 1985, joining when he was the meeting planner and health insurance trainer for the Federation.

SURVEY PRIZE WINNER

Congratulations to Ali DiGuardo, Director of Marketing & Communications at Charlottesville Area Association of REALTORS, who was the Annual Conference evaluation prize winner. Ali received a cruise for two aboard the Spirit of Norfolk.

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



MEMBERSHIP DIRECTORY & FACILITIES GUIDE COMING SOON!

You will receive the 2019–2020 Membership Directory & Facilities Guide in August with your newsletter. It is THE printed resource for VSAE members and association executives looking for the right property for their meetings in Virginia.

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