

THE MARRIAGE OF MEETINGS AND MEMBERSHIP

Meetings are at the heart of the membership value, while members are at the core of successful meetings. Join us on **Friday, June 7**, at **The Westin Richmond**, for **“The Marriage of Meetings and Membership,”** presented by Dan and Nicole Ratner of The Next Steps, LLC. Attendees will learn how these two significant areas of associations work synergistically to drive organizational growth.

During the luncheon, Dan and Nicole will present, **“Attendees & Members Are In It ForEVER,”** where they will focus on four key areas to drive exponential growth (experience, value, engagement, and relevance).

Dan Ratner and Nicole Ratner, CAE, CMP, have over 30 years experience in the association world. Their experience includes leading membership development, constituent relations, customer service, and direct sales teams, as well as membership and meetings for both small and large staff organizations. Their combined experience is what makes them a unique team.

BRING A DONATION AND GET A RAFFLE TICKET!

4 Paws Animal Rescue is the charity for June’s Seminar Series with Lunch. They specialize in the rescue and placement of abused, unwanted, and abandoned companion animals.

Please bring an item to help with the day-to-day care of their animals (towels, bowls, food, leashes, collars, treats, crates, etc.).* A raffle ticket to win two tickets for a lunch cruise aboard the **Spirit of Norfolk** will be given for each item donated.

*A complete list of accepted items is found at www.4pawz.org/ways-to-donate.

THE OMNI HOMESTEAD HOSTS A SPECTACULAR ANNUAL CONFERENCE

Every year, the best and brightest from the Virginia association industry come together for three days of education, networking, and connection at the VSAE Annual Conference. This year’s event held at The Omni Homestead, May 5-7, attracted over 200 attendees, bringing together association professionals from 62 associations and industry partners from 64 organizations.

Over the course of the three-day event, attendees engaged in an array of networking activities and breakout sessions focused on educating the association industry on best practices, lessons learned, and emerging trends. Topics ranged from learning to be data-driven, to the changing workforce, to using LinkedIn as a marketing tool, to increasing your networking effectiveness. Attendees also networked outside of the classroom with fun activities such as hiking, ziplining, and golf.

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NEXT EVENT

SEMINAR SERIES WITH LUNCH

Friday, June 7
The Westin Richmond

Speakers: Dan & Nicole Ratner
The Next Steps, LLC

SCHEDULE

8:00 a.m.	Registration
8:30–11:00 a.m.	Seminar
“The Marriage of Meetings and Membership”	
11:00–11:45 a.m.	Reception
11:45 a.m.–1:15 p.m.	Luncheon/ Presentation

“Attendees & Members Are In It ForEVER”

Register at vsae.org.

UPCOMING EVENTS

SMALL ASSOCIATION CEO SIG
June 25
Location TBD

AMC RETREAT
July 9
Embassy Suites Richmond

MEETING PLANNER SUMMIT
August 1–2
Craddock Terry Hotel & Conference Center

SIG-A-PALOOZA WITH BREAKFAST
August 8
Virginia Crossings, Tapestry Collection by Hilton

COMMUNICATIONS & MARKETING SIG
August 28
Location TBD

Check out all events at vsae.org/calendar.



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Leadership reflections



Sonia Montemayor, CAE
Deputy Executive Director

"I love it when a plan comes together."

Colonel John Hannibal Smith,
The A Team

Over the past week, I have been asked several times for my thoughts on my very first VSAE annual conference. I always say that a conference is successful if 1) the venue is standing when we arrive, 2) the speakers arrive on time, and 3) the attendees show up. Given that, I'd say we had a great conference. But to judge by more formal metrics, we actually did have a GREAT conference! Our attendance numbers were up over last year, the income generated exceeded budget and the expenses should be within budget. Without a doubt, it was a successful event. But what I found truly remarkable about this event was how many different groups of members were involved in creating it.

It all began with the volunteers on the Education Committee. They started their work in the fall, planning out the keynote and breakout sessions. Then, they handed it over to the VSAE staff to work out the logistics. The members of the Conference Task Force helped with outreach to fellow VSAE members reminding them to attend. We had several members volunteer their time to share their knowledge and expertise by speaking at both the breakout and IGNITE sessions. And of course, the members of the ALV Class are to be applauded for all their hard work. The personal stories of their journeys to find the leader within

offered a powerful message felt throughout the event.

Also, VSAE is fortunate to have had so much support from the host, **The Omni Homestead**. They truly created a VIP experience for all of us. I will cherish the group photo of VSAE out on the lawn! And there are so many other conference sponsors that make this event possible. Those of us on the association side cannot do our good work without the generous support of the associate companies.

When I attend a conference, I personally find that the best part about the event is the informal hallway conversations that just happen organically. The strength of VSAE is having the opportunity to talk to other people who do what you do. Colleagues who understand your specific challenges and can help you become a better professional. When like-minded professionals are gathered together, great conversations happen. Those kinds of conversations are priceless and most often, life changing.

I've been doing conferences for a long time, but each time I get so much joy seeing it all come together onsite. I'm happy to be part of the team that helps set the stage for all this "good stuff" to happen. Thank you to all who attended and contributed!

ONLY A FEW BOOTHS LEFT FOR FALL CONFERENCE

Thursday, October 3, 2019
Greater Richmond Convention Center

Plan now to exhibit at one of VSAE's largest events of the year. The Fall Conference attracts not only VSAE association executives, but also social, corporate, and government meeting planners. All exhibitor contracts received and paid by **Friday, May 24** will save \$100 on registration fees (early bird pricing noted below). Booths are 10 x 10 feet except for Booth 7. **For more information, contact Pamela Flynn at pamela@vsae.org or (804) 249-2244.**

Corner/Premium Booths

Members: \$905
Non-members: \$1,015

Aisle Booths

Members: \$855
Non-members: \$965

Booth 7 (20 x 16 feet)

Members: \$1,315
Non-members: \$1,425

> CONFERENCE, *continued from page 1*

Especially poignant was the graduation of the inaugural class of Association Leadership Virginia (ALV). One year ago, this class of nine embarked on a journey to strengthen their leadership skills. Now, they are poised not only to lead their respective organizations, but to positively impact the industry as a whole. And, they have made life-long friends along the way.

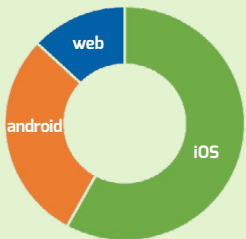
President Duront “D” Walton shared his vision for VSAE in the coming year and reminded us all to take time to appreciate and cultivate the relationships gained from VSAE.

The learning experience, the professional growth, and the relationships formed during the event are sure to serve our industry well for years to come.

Check out more photos on the VSAE Facebook page.



THANK YOU FOR ENGAGING WITH “ENGAGEFULLY” AT ANNUAL CONFERENCE!



178 event app downloads

95% download rate

94 social profiles created (50% of attendees)

83 private messages sent

23 notifications sent

43 social wall posts



Thank you to all of our photographers! Photos courtesy of Maureen Dingus, CAE; Pamela Flynn; Tracie Grady; Scot McRoberts, MPA, IOM; Robin Schmitz; Rachael Van Liew; Charles Waddell, CHSP; and Lauren Wolfe. Photos also by Mike Wyatt of Greenbrier Photography. To view and purchase any of Mike’s photos, visit <http://bit.ly/2019ACPhotos>.





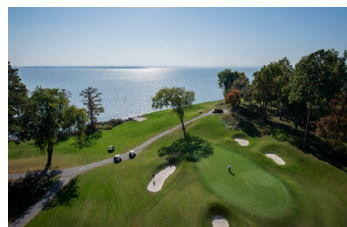
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Hacks increase our performance, productivity, and the results we achieve using LinkedIn. Here are 12 Hacks I use regularly that improve my performance and results.

1 HEADLINE HACK. If you are an iPhone user you can increase the number of characters in your LinkedIn headline to approximately 220. Write your headline in a text editor, check the spelling and grammar and send it to your iPhone (text or email message). Then open your LinkedIn profile in the LinkedIn app and copy/paste the text into your headline.

Note—you cannot edit/save the top section (called Top Card) in a Web Browser (desktop) unless you reduce the headline back to 120 characters. You'll need to repeat the copy/paste actions on your iPhone to recover the extended headline after editing on a desktop.

2 MANAGE YOUR INVITES FROM THE MANAGE INVITATIONS PAGE. There are two pages where you can view incoming LinkedIn Invites—the initial My Network Page and the Manage Invitations Page. Manage all of your invitations from the Manage Invitations Page because you can do so much more from that page. You can right click on the profile and view it in a new tab, *accept* or *ignore* the invitation, and most importantly, *reply* to the invitation request, even if you are not connected. You can also manage your sent invites from this page where you can *withdraw* an invite that has been out there too long.

3 SAVED SEARCHES. Most LinkedIn members can have 3 saved searches of people who meet predefined search criteria. The trick to accessing LinkedIn saved searches is to put something in the search bar and click on *people* in the search results window. Once you create a great saved search you will get a weekly email from LinkedIn with a list of the new LinkedIn members who meet the search criteria.



4 THE POWER OF THE THREE DOTS. The three dots (...) is where additional options are available on posts in the newsfeed, on LinkedIn company pages, and in LinkedIn groups.

The three dots (...) are also used on LinkedIn profiles of third degree LinkedIn members. LinkedIn currently uses *more* on 1st & 2nd level connections. Check out the *more* or three dots (...) options.

5 TWO-STEP VERIFICATION. As with many social media or online accounts, hackers are looking for ways to hack or worse, hijack your LinkedIn account. This is a serious problem and LinkedIn, like many other platforms, has implemented *Two-Step Verification* to help you protect your account. In order to set up this security option go to *Two-Step Verification* under *Settings* and *Privacy*. Each time you access your LinkedIn account from a different device, or after you flush your browser cache, the application will text an access code to your phone.

6 LINKEDIN MESSAGE FUNCTIONS. On the LinkedIn mobile app there are new messaging features. Beyond the basics of attaching an image or an app-provided GIF, you can:

- @Mention other LinkedIn Members in your message which puts an encrypted link to their LinkedIn profile.
- Record up to a 60-second audio recording in the message.

Send an address via *map* in the message.

The mobile app also saves your message drafts in the event you move away from a message you started to another LinkedIn message (this is not completely tested yet).

The desktop and mobile app also let you *accept* or *ignore* invitations from the LinkedIn members who sent you an invite after you have messaged them. (See Hack #4)

7 NATIVE VIDEO. From the mobile app you can capture video and post to either your LinkedIn profile (from the LinkedIn home page) or to any LinkedIn company page you manage (via the new LinkedIn company page admin view).

You can switch cameras while recording and add stickers before you post the video with your text. This is a neat way to share quick video stories with your network.

Be purposeful and focus your messages on your target audience.

8 YOUR DASHBOARD. View your own LinkedIn profile and directly below the Top Card is your Dashboard. This is a quick view of a few key LinkedIn stats: profile views, the last post views, and the number of times you show in LinkedIn searches. Each of these stats includes hyperlinks to even more analytical information. It's worth viewing a few times a month and evaluating.

9 RIGHT CLICK IS YOUR FRIEND. I love using right click from web pages I don't want to lose while working. Also, browser performance when you're working from a LinkedIn search results page is better when you right click on a result (profile or company page) and open in a new tab. Doing so keeps your list in tack and lets you perform your process on the result and then simply hit the X on the browser tab and work the next result. I often open as many as five new tabs from the results page before I view/work the record in the new tab.

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SIG NEWS

SIG Leaders Council Meeting Recap

Did you know that VSAE has 10 active SIGs? SIGs are Special Interest Groups that meet throughout the year to discuss whatever is on their minds. These meetups are intended to be a way for Executive members who face similar issues and challenges in their organizations to share experiences and ideas. This is a great way for Executive members to get to know each other without the formality of a structured event. The Council of SIG Leaders met on April 24 to discuss ways to make the SIG experience better in the upcoming year. While most SIGs have a core group of members who actively participate in the meetings, SIG Leaders explored ways to get more members involved and engaged.

A few changes to note: the SIG program year will now kick off at the SIG-A-Palooza (August 8). At this event, the groups will lay out their annual calendar of dates and topics. Most SIGs will meet four times throughout the year. Two new SIGs have been added: 1) **Technology** for those whose responsibilities include aspects of technology and want to participate in a guided discussion and share best practices, and 2) **Associate Member** for Associate members in various roles, who wish to provide input on the value of their VSAE membership. If you have any interest in the following topics, please add yourself to the specific SIG email distribution list by logging in to VSAE's website and selecting your preferences under Member Center > Member Community > My Features > E-lists. Topics are: Associate Member, Association Management Companies, Communications & Marketing, Emerging Association Professionals, Government Affairs, Large Association CEOs, Meeting Planner, Senior Staff, Small Association CEOs, and Technology.

> LINKEDIN, *continued from page 7*

10 Animated Company Page Logo. If you want to create a little sparkle on your LinkedIn company page and where your company logo is displayed, you can use a GIF as your logo. Too fast of a GIF may be overly annoying; however, I think it's at least worth exploring.

11 Text Expander. Maybe not a LinkedIn hack, but a great tool. This little app runs on Mac and PC and has significantly improved my performance using LinkedIn. It does not violate the LinkedIn terms of services; however, it does save a whole bunch of keystrokes. It saves me lots of time from the snippets I create for the many repeated phrases, sentences, URLs, contact information, etc.

12 WordCloud LinkedIn Profile. Creating a word cloud of your LinkedIn Profile is a great way to visualize the overall message you are sharing based on your keywords.

There are lots of WordCloud tools available. I've been using wordart.com for some time now and find it to be easy, flexible, and quick at producing nice looking word clouds. I can also use them in my LinkedIn posts, articles, Instagram posts, Facebook posts, and blog posts. It's also what was used for the headline of this article!

I love to help people who want to master LinkedIn as a business tool and grow their business using LinkedIn. Feel free to contact me at the info in the author box below.

ABOUT THE AUTHOR



Teddy Burriss is a LinkedIn consultant, coach, trainer, and keynote speaker with Burriss Consulting.

He can be reached at info@burrissconsulting.com, (336) 283-6121, and Skype (TLBurriss).

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NON-TECHNOLOGISTS— FEAR NOT—MANAGE TECHNOLOGY AS A STRATEGY

I was having a conversation with an information technology director at an association and the light bulb went off.

I remarked that I understood each and every word that was used, but when put into a sentence it made absolutely no sense to me at all. I wonder if you have similar feelings. Why is it that non-technologists succumb to technological non-speak when each of us is capable of understanding the value we expect from enhancing technology.

It has been my experience that for the most part technology and its many applications have far too often been relegated to the business suite or isolated in the Star Chamber. We have programs to ensure appropriate accounting practices, our vendor lists, membership lists and information, partner lists, affiliate lists, websites, some social media engagement, and countless other day-to-day tasks. Indeed, the productivity enhancements technology brings to these areas are essential in the continued development of our associations. Not to mention artificial/augmented intelligence (AI) and machine learning.

Unfortunately, chief executive staff officers have far too often given in to what the technologists tell us can and cannot be done. Further, we have multiple technology arrangements. Some have in-house technology specialists, others outsource the entire process, and some have a combination of both. However, these necessary operational applications are not at all strategic. To the contrary, they are mostly tactical. Not only are they tactical, but they are also marred by a level of fear that non-technologists have of saying something inappropriate. No one wants to sound like they do not know or understand the technology being used. Sometimes executives and boards simply throw up their hands because of cost.

It is time that the CEO takes direct control of the information technology strategy which will enable the association to be more effective, not just efficient, in meeting its mission. Permit me to make one suggestion on the structural front and another on how to ultimately convert technology from tactical to strategic. First, do not structurally place information technology under the functional control of your business unit or chief financial officer. While technology serves many tactical applications for business processes, our beloved bean counters simply convert technological capacity into dollars in and dollars out. It's easy to understand why this occurs, but while important, it does not fundamentally make technology actionable at the strategic level.

Second, to convert technological capacity from tactical to strategic it will require the chief executive to make sure she knows the information and data that is available in current systems whether formal or informal, currently controlled by IT. That technology should be viewed as functionally horizontal and not vertical.

How do we start down this road? Actually, the starting points are quite easy: identify and use/value.

We gather all the known information and data into a simple chart or list which does the following:

IDENTIFY:

- > We identify the information or data sets we have (technologists often refer to these as data fields).
- > We determine who currently owns the information or data. Is it in some AMS or

CRM system, business software, some unit or department maintaining its own little private information sets, or individuals who develop data and information sets to help them manage and organize their own work on a day-to-day basis?

- > What is the current use of this information or data set?
- > What program/software is used to manage the data?
- > Do chapters or affiliates have other data sets that they use in their day-to-day operation?

USE / VALUE

- > For what is the data or information currently used?
- > What is the seen value?
- > What is the potential value?

Finally, write a statement that clearly outlines the value of desired information and data in building the organization's capacity to fulfill its mission. Try to keep it simple and use words that non-technologists understand.

Here is a sentence to get you started: We use technology to discover and analyze new opportunities and services and enable efficiencies that optimize our capacity to meet our mission.

There are fine reasonable tech consultants that can move this agenda forward, but you must be prepared for that conversation before the techie arrives.

ABOUT THE AUTHOR



Michael Butera is the founder and CEO of Association ActiVision, LLC, based in Laurel, MD.

He can be reached at info@associationactivision.com.

MARK YOUR CALENDARS



AMC Retreat

July 9 | Embassy Suites Richmond

- For association executives who own or work for association management companies
- Day of presentations, roundtable discussions, and networking
- 6 CAE hours

Meeting Planner Summit

August 1-2 | Craddock Terry Hotel & Conference 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
- 8+ CAE hours



Fall Conference

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

- Virginia's premier conference for association executives and other non-profit leaders
- Keynote presentation and breakout sessions
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- 4+ CAE hours



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- Sheraton Virginia Beach Oceanfront Hotel
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PARTNER HIGHLIGHT:

KINGSMILL RESORT

The Most Historic 177 Yards of Golf in America

On the golf scorecard, hole 17 at Kingsmill Resort's River Course reads like thousands of other golf holes in America: 177 Yard Par 3. And that's a shame. It should read: "You are about to play the most historic 177 yards of golf in America. Take it all in. Don't rush. Look around and imagine how this very land played a role in American history starting in 1607."

STEPPING INTO HISTORY

Today, when golfers walk between the tee box and the green at the River Course's 177-yard 17th hole, they are stepping on the same land where the original British settlers first stepped off their boat. It was 1607 when the English colonists completed their 144-day sea excursion by landing on the shores of what is now Kingsmill Resort. Gabriel Archer, one of the leaders, proposed they make 'Kingsmill' their home, but sadly, his counsel went unheeded. The next day, the expedition continued west to Jamestown Island, where they could anchor their three ships closer to shore and better defend themselves.

SACRED GROUND

More than 150 years later, in 1765, 'Kingsmill's James River embankment' entered the American Revolution when the colonists used it as a defensive position to defeat the British. Move ahead nearly 100 years to 1861, and the same stretch of 177 yards was repurposed, for its strategic location, during the War Between the States. Today a Civil War cannon and American flag guard this sacred ground.

EARLY DISCOVERIES

But well before aggression – or discovery by early settlers searching for a new home – Native Americans lived here and enjoyed the oysters still plentiful and being served up at Kingsmill Resort's James Landing Grill. From James River oysters to spice from around the world, the old pilings in the river are the location of the original port and



road from the James River to Williamsburg—the Commonwealth of Virginia's first capital until 1780.

TRUE AMERICANA

That's 177 yards of history from the Native Americans to the Jamestown Settlers, Williamsburg, the American Revolution, and Civil War to where LPGA players now tee off in the annual Kingsmill Championship. Kingsmill Resort is also the place where Presidents Clinton, Bush (43), and Obama have presented, worked, and relaxed. And while you may not eagle this hole (which would be a hole in one, too), it's quite common to see the American Bald Eagle flying

overhead. They nest on the grounds. Perfectly fitting for the most 177 historic yards of golf in America.

HISTORY IN THE MAKING

More than 400 years later conference attendees, golfers, couples, families, and friends arrive at Kingsmill Resort's hallowed ground to make their own history.

CONTACT:

For more information, visit kingsmill.com.
For specific details, call **Brad Garrett**,
Vice President of Sales at **(757) 253-3927**
or email Brad.Garrett@Kingsmill.com.

PLEASE UPDATE YOUR PROFILE!

We are in the process of compiling the **2019–20 Membership Directory and Facilities Guide**,
YOUR valuable membership resource.

Because we want the most current information possible, please take a moment
to log in to your online profile at vsae.org to be certain it is up to date.

The most important areas to check for errors are the following.

- ✓ First & Last Name
- ✓ Preferred Address
- ✓ Professional Designation
- ✓ Title
- ✓ Organization
- ✓ Organization Web Address
- ✓ Email
- ✓ Telephone Number

**THE INFORMATION IN THE DATABASE AS OF JUNE 1
WILL BE PRINTED IN THE NEW DIRECTORY.**

Look for the **2019–20 Membership Directory and Facilities Guide** in the
mail with your August newsletter. If you need help accessing your profile,
please call our office at (804) 747-4971.

AROUND THE COMMONWEALTH



The **Better Business Bureau Serving Central Virginia** has relocated their offices to 100 Eastshore Drive, Suite 100, Glen Allen, VA 23059. For more information, visit bbb.org/richmond.

The **Doubletree by Hilton Charlottesville** just completed a multi-million dollar renovation of guestrooms, lobby, front desk, and business center. They are excited to announce the opening of their new restaurant, Root 29 Craft Kitchen & Bar located right off the lobby. To learn more, contact **Kelly Morris**, Senior Sales Manager, at (434) 964-4470 or kmorris@doubletreecville.com.

Lisha Reynolds, former Professional Development Manager at the **Virginia Transportation Construction Alliance**, has accepted a new and exciting position with a nonprofit organization, combining her event planning expertise with her passion for yoga. She says, "I will always treasure the relationships that I built with my fellow VSAE members. It was a joy to work with such amazing folks. I wish VSAE and all of its members continued successes!" We wish Lisha the very best as she continues her journey.



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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 June/July Issue

June 7

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

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HEALTH CARE CORNER



Who's your primary or secondary payor—your group health plan or Medicare? Many people who have reached the age of 65 do not fully enroll in Medicare. This can be problematic for certain consumers of health care. Generally, when an employer has fewer than 20 employees, their health insurance carrier pays on a secondary basis and Medicare pays first. If you are 65 and not fully enrolled in Medicare, this can create a large gap in coverage. It is important to know your group's coordination of Medicare benefits and who pays first. Please contact me with any questions.

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

SURVEY PRIZE WINNER

Congratulations to **Anne Gardner**, CEO of **Charlottesville Area Association of REALTORS**, who was the April Seminar Series evaluation prize winner. Anne received an overnight stay with breakfast at **Delta Hotels by Marriott 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.