



## VIRGINIA SOCIETY OF ASSOCIATION EXECUTIVES' FALL CONFERENCE

October 2 & 3, 2019 • Greater Richmond Convention Center and Hilton Richmond Downtown

### Why should you attend VSAE's Fall Conference?

- ✓ To attend Virginia's premier conference for association executives, professional meeting planners, and others who are involved with holding meetings or events.
- ✓ To check out the new Wednesday afternoon workshop on tactics for better engagement from sponsors, exhibitors, and advertisers.
- ✓ To interact with colleagues at a networking reception.
- ✓ For an insightful keynote presentation on how engaged employees are critical to the success of your organization.
- ✓ To attend sessions on topics including building a digital marketing strategy, coaching your speakers and volunteers, managing employee pay, keeping up with the pace of change, and the importance of manners in business success.
- ✓ To earn up to 6.25 CAE hours of education (an increase over last year).
- ✓ For a chance to improve productivity, grow your membership, and better engage your members.
- ✓ To visit over 100 exhibitors in Virginia's only tradeshow for the association industry.

## BREAKFAST & KEYNOTE PRESENTATION

### BEYOND THE BRAND—PUTTING PEOPLE FIRST

Karen McCullough *Provided courtesy of Powell Kohne Associates, LLC*



Engaged employees perform at high levels, create positive interactions with the customer, and are critical to the success of your organization. As companies find it increasingly difficult to compete on price and speed, the human-centric customer brand experience becomes the differentiator in the marketplace. Your employee experience directly connects to your customers' experience and investing in engagement is key to delivering better brand experience.

**REGISTER TODAY AT [VSAE.ORG/FALLCONF19](http://VSAE.ORG/FALLCONF19)**

### DON'T MISS IT!

#### FALL CONFERENCE

October 2 & 3

Greater Richmond Convention Center  
Hilton Richmond Downtown

**Wednesday, October 2**

Workshop (New this year!)

Networking Reception

**Thursday, October 3**

Breakfast & Keynote Presentation

Morning Breakout Sessions

Tradeshow

Lunch in Exhibit Hall

Afternoon Breakout Sessions

Read about the educational sessions on page 4.

6.25 CAE hours of education with networking opportunities

**Register at**  
[vsae.org/fallconf19](http://vsae.org/fallconf19)

### UPCOMING EVENTS

**CEO & SENIOR STAFF RETREAT**

September 16–17

*The Greenbrier*

**FALL CAE STUDY GROUP BEGINS**

(10 WEEKS)

September 24

*VSAE Office*

**COMMUNITY SERVICE**

**PROJECT: HOMES**

October 16

*Location TBA*

**CEO SIG MEETING**

October 31

*VSCPA Office*

**Check out all events at**  
[vsae.org/calendar](http://vsae.org/calendar).



# VIRGINIA BEACH

L I V E   T H E   L I F E



Visit **VBMeetings.com** to start planning your next meeting.



M E E T



E A T



R E T R E A T





## LAST CHANCE TO JOIN THE CAE STUDY GROUP



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

The study group will begin on September 24 and will be held every Tuesday, from 8:30–10:00 a.m. at the VSAE office, for ten weeks. Register at [vsae.org/CAEFall19](http://vsae.org/CAEFall19).

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 have questions about participating in the study group this fall, please email **Sonnica** at [sonnica@vsae.org](mailto:sonnica@vsae.org).

## NOMINATE A FELLOW MEMBER FOR BOARD SERVICE

The Nominations Committee will soon be accepting nominations for the 2020 VSAE Board of Directors. The board, comprised of 15 directors serving two-year terms, helps set the strategic direction for VSAE.

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

Board nomination forms will be available on the VSAE website later this fall. If you have questions, please email **Sonnica** at [sonnica@vsae.org](mailto:sonnica@vsae.org).

## Leadership reflections



Sonnica Montemayor, CAE  
Deputy Executive Director

Big news was recently announced from my alma mater, University of Texas at Austin. Fellow UT alum, Matthew McConaughey, actor, movie producer, Texan, Austinite, and Longhorn, has been appointed to the faculty as a Professor of Practice in the Department of Radio-Television-Film.

He released this statement about his new role. "Making movies, turning words on paper into film, is both a science and art – no matter the time or generation. The elements of truth and genuine joy for the process are timeless."

I couldn't agree more with Mr. McConaughey when applying his sentiment to associations and association work. Indeed, there is an art and science to running an association successfully. And we all know it.

The science consists of governance, committee work, conference planning, membership campaigns, and overall service to your members. The art consists of pictures of smiling conference attendees on your Facebook page, casual introductions at networking events that turn into lifelong friendships, informal conversations that yield solutions to the challenges that keep you up at night, and the unscripted collaboration

## Are you a Professor of Practice?

of like-minded professionals in an ever-evolving industry.

A Professor of Practice is someone who has practical, real-world experience, outside of academia, and shares that knowledge with students and faculty. Last week, I sat in on the CAE Interest Meeting. The distinguished panel of VSAE members discussed the impact that the CAE credential has had on their careers. Hearing them share their stories of being looked to for guidance and direction by both board members and staff because of their certification, I was struck by the realization that CAEs are themselves Professors of Practice. By sharing their experience, CAEs can improve the organizational performance and elevate the professionalism of your association.

I believe that all of us are both students and teachers of association work, with the focus always on turning the words of the mission and vision into a living breathing association that balances science—articles of incorporation, bylaws, policy manuals, committee charges, and strategic plans—with art—enlightening, empowering, and inspiring our members to build successful associations for the future. It is all good work. And to that I say...alright, alright, alright.



Two-Room  
Suites

Complimentary  
Breakfast

Evening  
Reception



*Our Embassy Suites by Hilton Hampton Hotel & Convention Center provides premium accommodations in Hampton, Virginia. Situated at the Intersection of I-64 and I-664 in Hampton, and close to both the Norfolk International Airport and the Newport News/Williamsburg International Airport, our hotel provides easy access to excellent Virginia attractions. We are the quality choice for your next event.*

**Contact Erin Eissens to start planning!**

1700 Coliseum Drive | Hampton, VA 23666 | (757) 213-8516  
[Erin.Eissens@AtriumHospitality.com](mailto:Erin.Eissens@AtriumHospitality.com)



# VIRGINIA SOCIETY OF ASSOCIATION EXECUTIVES' FALL CONFERENCE



Carrie McIntyre



Jon Kinsella



Karen McCullough



David Core



Kathi Edwards



Kerri Arnold



Liz Bryant

## SESSIONS

6.25  
HOURS



### WEDNESDAY, OCTOBER 2 — AFTERNOON (2.5 HOURS)

#### ■ Tactics for Better Engagement from Sponsors, Exhibitors, and Advertisers

*Carrie McIntyre, The Wyman Company*

Generating and increasing non-dues revenue is an essential activity for every association, and your sponsors, exhibitors, and advertisers are savvy buyers with high ROI expectations. This interactive, hands-on workshop will help you refine your value proposition and marketing collateral, improve your conversations with prospects, and increase your bottom-line results.

### THURSDAY, OCTOBER 3 — MORNING (1.5 HOURS)

#### ■ Building a Digital Marketing Strategy for Your Association

*Jon Kinsella, Association Headquarters*

For many of us our phones are the first thing we pick up in the morning and the last thing we put down at night. As a result, your association has more moments throughout the day to connect with members and prospects than ever before. This presentation will provide high-value, low-cost tactics to enhance your organization's digital marketing strategy so you can provide members with personalized and tailored experiences across the five stages of the membership life-cycle (acquisition, on-boarding, engagement, retention, and reactivation).

#### ■ Change is Good—Keeping Up with the Pace of Change

*Karen McCullough, Karen McCullough, CSP*

Today change is more complex, more frequent and for many, more overwhelming. We all need tools and rituals that will help us not just survive but thrive. In this session, Karen empowers you with three critical steps that will help you lead and inspire change.

#### ■ Coaching Your Speakers and Volunteers to Engage Conference Attendees and Help Them to Learn

*David Core, Casualty Actuarial Society and Kathi Edwards, CAE, the Learning Evangelist, LLC*

Preparing speakers to better engage with your conference attendees is no longer a daunting task. Hear how staff and volunteer "coaches" developed the Learning Enhancement Process—how it began, what expertise was brought on-board to assist in its development, how volunteer coaches are recruited and trained, the timeline and tasks in working with speakers, reviewing content and offering suggestions, and sharing the results from session evaluations.

#### ■ Strategies and Essentials of Managing Employee Pay

*Kerri Arnold, SHRM-SCP, SPHR, Newport Group*

Employee pay is not only financially significant to an organization, it can also be perceived as a measure of one's individual worth and value to their employer. Designing a proactive process to make informed pay decisions is crucial for today's leaders. Compensation should align with the organization's mission, vision, and values, while maintaining the organization's competitiveness in recruitment and retention of valued employees.

### THURSDAY, OCTOBER 3 — AFTERNOON (1.5 HOURS)

#### ■ Manners Matter: How Civility Can be Your Secret Weapon in Business Success

*Liz Bryant, Liz Bryant Business Etiquette*

In one way or another, we're all in the big client chase. Your client may be a buyer of your product or service, a supporter of your organization, or a participant in a program you're offering. The specifics may vary, but these clients all have one thing in common: you're competing for their attention. And their dollars. How you treat these clients is important, but how you treat your internal clients—your colleagues—is just as critical to your overall business success. In this session, we'll demonstrate how you can employ the basics of etiquette and civility in establishing, building, and maintaining those all-important external and internal business relationships.

*continued >*

COMPLETE SESSION AND CONTENT LEADER DESCRIPTIONS AVAILABLE ON THE MOBILE APP AND AT [VSAE.ORG/FALLCONF19](https://vsa.org/fallconf19)

## ■ Rewarding Employee Performance

Kerri Arnold, SHRM-SCP, SPHR,  
Newport Group

Organizations that recognize, reward, and truly value employee contributions not only experience high levels of productivity and employee engagement, they are also recognized as great places to work. In this session, we will explore new options for rewarding employee performance, compare approaches used by small vs. large organizations, past vs. present practices, and private vs. public entities. Participants will also be invited to share examples of their own creative approaches and success stories of rewarding employee performance.

## THANK YOU

### HOSTS

Greater Richmond Convention Center  
Hilton Richmond Downtown

### EVENT PARTNERS

Aramark  
Engagefully by RD Mobile  
Exhibits, Inc.  
James River Audio Visual Services  
Powell Kohne Associates, LLC

### DIAMOND SPONSORS

Hampton CVB  
Hotel Madison and Shendoah Valley  
Conference Center  
The Omni Homestead Resort  
Results Direct  
Sheraton Norfolk Waterside Hotel  
Sheraton Virginia Beach Oceanfront Hotel

### PLATINUM SPONSORS

Asset Protection Group, Inc.  
Colonial Williamsburg Hotels  
Delta Hotels by Marriott Virginia Beach  
DoubleTree by Hilton  
Richmond-Midlothian  
DoubleTree by Hilton Williamsburg  
Renaissance Portsmouth-Norfolk  
Waterfront Hotel  
Richmond Marriott Downtown

### GOLD SPONSORS

Embassy Suites by Hilton Hampton Roads  
Exhibits, Inc.  
The Founders Inn and Spa Tapestry  
Collection by Hilton  
Hilton Virginia Beach Oceanfront  
Lansdowne Resort and Spa  
Natural Bridge Historic Hotel  
& Conference Center

## MEMBER SPOTLIGHT

Rebecca Sneed, CAE

Executive Vice President & CEO  
National Alliance of State Pharmacy Associations

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

The people I work with and for and the mission driven nature of our organization.

### What is your greatest challenge at work?

I think the same challenge every association has – the team is over tasked and under resourced. We continually need to look at how to do things better, faster, and at a lower cost. However, this is also a great opportunity to look at how and why we do what we do and seek improvements. I think the traditional association model may be on the cusp of being revolutionized and I am excited to be a part of the new era of associations.

### What is the biggest issue facing you as an association executive?

We are an association of associations in the healthcare industry. I think the entire healthcare model is facing unprecedented challenges that unfortunately have resulted in a challenge of resilience and wellbeing among our workforce (our members' members).

### Who have been mentors and/or role models in your life/career?

Without a doubt – my (late) parents, my husband, and my son.

### What drew you to the association industry?

The passion for my profession (I am a pharmacist first, association executive second, working for an organization that represents state pharmacy associations), my undeniable fight for the underdog,

and my belief that the power of “we” is more powerful than the power of “I”.

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

Don't take yourself so seriously. Work smarter not harder. Take time to experience life. Listen more, talk less.

### What are you most proud of?

In no particular order (because their order of importance and pride has changed with every phase of my life): being a wife, mother of a wonderful son and of numerous adopted fur babies, sister, friend, and caregiver (parents).

### What are your favorite apps to use?

Waze, Flight Aware, Uber – the power of crowdsourcing/transparency/consumer driven. I think there are three powerful lessons for associations in these three apps.

### If you could choose your age forever, what age would you choose and why?

Whatever age I will be tomorrow. It seems every day I learn, enjoy, experience something new. Some days are full of joy and happiness and some days are challenging and very sad. However, I feel every day leaves me anxious to experience the next.



I don't always have my meetings in Lynchburg... but when I do, I call Lisa Meriwether.

(434)485-7295  
lisa.meriwether@lynchburgva.gov

LYH

LynchburgVirginia.org

50th VIRGINIA IS FOR LOVERS



# VSAE Event Recaps

## MEETING PLANNER SUMMIT WAS SPECTACULAR!

The 5th annual Meeting Planner Summit was held July 31–August 1 in quaint downtown Lynchburg. Our fabulous hosts treated attendees to a relaxed environment, delicious meals, and engaging social events, completing the event with a tour of the Historic Academy of Music Theatre.

The Summit began with **Jennifer Eichel** of **Conference Solutions, LLC** presenting “Examining the Big Picture.” She challenged the audience to look at *why* we hold our events, and ask ourselves whether we are accomplishing our goals. This examination into the “why” required attendees to know the main objectives/goals of the organization, determine how the event fits in the overall strategy of the organization, and determine key stakeholders and competition.

**Tom Spong** of **Eisenman & Associates, Inc.** led an engaging discussion on “Contract Clauses That Keep You Up at Night.” He explained the basic elements of a hotel contract and how certain clauses can affect your bottom line. The audience appreciated the real-life situations and solutions presented during his session.

“A Case Study in GDPR: How to Prepare Your Association and Maintain Compliance” was the



hidden gem of the Summit. **Jerry Layne**, of the **Industrial Designers Society of America**, did an excellent job of tying the complex issue of GDPR to meeting planners and associations. There was no shortage of questions from the audience.

Thank you to all of our speakers for their preparation, time, and willingness to share their knowledge with us.

Thank you to **Kim Wolfe** of the **Craddock Terry Hotel and Event Center** and **Lisa Meriwether** of the **Office of Economic Development &**

**Tourism for the City of Lynchburg** for hosting a marvelous Summit. They both represent the epitome of outstanding hospitality.

Thank you also to our event sponsors—**Colonial Williamsburg Hotels**, **Hilton Norfolk The Main**, **Hilton Virginia Beach Oceanfront**, **The Omni Homestead Resort**, **Renaissance Portsmouth-Norfolk Waterfront Hotel**, **Sheraton Norfolk Waterside Hotel**, **Virginia Beach Convention & Visitors Bureau**, and **VisitNorfolk**—for making this event possible.

*Photo courtesy of City of Lynchburg.*

## SIG-A-PALOOZA WAS A SUCCESSFUL, LEARNING EXPERIENCE

The 4th annual SIG-a-Palooza took place on Thursday, August 8 at the **Virginia Crossings, Tapestry Collection by Hilton**. SIG-a-Palooza is the annual collective meeting of VSAE's Shared Interest Groups (SIGs). SIGs are member-led groups organized around specific areas of interest that offer a forum for peer-to-peer learning in a small group atmosphere.

Prior to breaking out into their individual SIG meetings, attendees were treated to a delicious breakfast buffet as well as some insightful remarks on working in small groups from former VSAE President **Scot McRoberts**, Executive Director of the VA Council of CEOs. **Randy Cummins** of **James River Audio Visual Services (JRAVS)** and his team provided their usual stellar audio visual support for the event.

Eight SIGs met during SIG-a-Palooza: Associate Member, Association CEOs, Association



Management Companies, Communications and Marketing, Government Affairs, Meeting Planner, Senior Staff, and Technology. In each SIG meeting, attendees discussed the challenges, issues, trends, opportunities, successes, and failures related to their roles or areas of responsibility. It is truly a unique opportunity to interact with colleagues across the industry to share, learn, and grow.

An interest meeting was also held for the Emerging Association Professionals (EAP) group. While previously a designated SIG, EAP is moving towards becoming a networking group for VSAE members who are new to the association industry (there are no specific parameters for age or experience). If you are interested in learning more about EAP, please contact **Zach Eisenman** at zach@vsae.org.

Thank you to all attendees and SIG leaders for another successful event, and to the **Virginia Crossings, Tapestry Collection by Hilton** for being a great host. A special thanks also to those who donated school supplies or bought raffle tickets to support UMFS Charterhouse (United Methodist Family Services). If you would like more information about SIGs or how to get involved, please contact **Sonnica Montemayor, CAE** at sonnica@vsae.org.

# Get a Handle on Your Cyber Risk

When a cyberattack happens, the problem can take a number of distinct forms and affect a variety of players.

It was a point emphasized in a session on cyber risk at the 2019 ASAE Annual Meeting & Exposition, in which three of those players—an IT executive, an insurance official, and a lawyer—laid out potential areas for impact.

“The thing about cybersecurity and incidents is, it’s equal opportunity,” explained S. Keith Mouldsdales, who co-chairs the cybersecurity, data management, and privacy practice at Whiteford, Taylor & Preston, LLP.

It may affect everyone, but what matters more than anything is your organization’s reaction to and handling of such situations. While there are specific attack vectors to watch out for, much of the problem comes down to preparation and risk management.

Any missing gaps—whether in the form of poor technical hygiene, weak vendor relations, contractual gaps that haven’t been considered, or even a lack of backups—can hurt a lot more when an attack happens. A big reason for this is that such attacks aren’t immediately detected, often not surfacing until months after they happen, but organizations are expected to respond immediately—especially due to regulations such as GDPR, as well as a requirement by the New York Department of Financial Services that organizations must report breaches within 72 hours of their discovery.

“So when you put it into perspective that sometimes it takes months to discover, and then you have a scenario where, ‘Oh my gosh, something’s happened to our system,’” said Renee Stock, an account executive with AHT Insurance, “getting the appropriate people like IT, insurance, and legal involved very, very quickly is pretty important.”

And with ever-increasing concerns about cybersecurity and ransomware keeping officials on their toes (Hear about what’s happening in Baltimore recently?), it’s better to get ahead of a problem through a strong approach to the basics, because a strong



discipline will help make problems easier to tackle and less expensive to fix.

“You have to be prepared, you have to train your staff, you have to get into the point of understanding,” said Ray Arambula, IT operations manager for the American Society of Radiologic Technologists. “This is a part of everyone’s job to do in their organization.”

Some other relevant points from the session:

**Often, the biggest problems with security are cultural.** While specific exploits are frequently brought up when discussing cybersecurity issues, often a poorly disciplined culture makes those problems worse—something Mouldsdales has cited in the past. “I surprised a lot of people by saying that the number-one thing to do in your organization to prepare for a data-security incident is change your organization’s culture,” Mouldsdales said. “And what I mean by that is ... if the executives aren’t leading on data security, then you will fail.” He added that it was important to take a look at the “best way to fail,” accepting that problems were likely to happen, minimizing impact.

**You need a plan—not a savior.** While the instinct among many organizations might be to reach out to someone on the outside in the case of a data breach, Stock warned that many of the problems require preparation, and there’s only so much an outside vendor such as an insurer can do. “I have a lot of clients that I’ll sit down and I’ll say, ‘OK, you have a breach at four o’clock today, what do

you do?’ I get the ‘Oh my gosh,’ and I love when they say, ‘Well, I’m going to call you,’” Stock said. “I can’t solve all of your problems, but I can get your insurance kicked off.” She says that it’s important to engage third-party vendors before a breach takes place and have your ducks in a row so you know who to notify and who to ask for help.

**The ground is always changing.** One thing that was made clear in the list of suggestions recommended by the speakers is that, even if you have a process set in stone, that ground won’t stay stable for long—which means your technical stack and regulatory approach must keep adapting. A good example of this came via a question from an audience member who asked whether Macs were safer than Windows from a security standpoint. The answer? Not anymore, and the reason was because of a change in focus on the part of the attackers. “They’re trying to exploit human flaws; it’s not so much technical flaws anymore,” Arambula said.

Just as you’re always changing, so are the people who want to steal your association’s data or money. So keep it safe.

## ABOUT THE AUTHOR



**Ernie Smith** is the social media journalist for *Associations Now*, a former newspaper guy, and a man who is dangerous when armed with a good pun.

He can be reached at [ernie.smith@manifest.com](mailto:ernie.smith@manifest.com).



# The Three Areas Enhanced By Partnerships



Though the world may be big, even across oceans, the association community is small and powerful. Across the globe, associations tackle similar challenges and opportunities: how to grow membership, how to provide dynamic learning and meetings, what is good governance and how do we advocate on behalf of the industries we serve, to name a few. Suffice to say, we are all constantly looking to improve as organizations and professionals in our field, and manage bottlenecks. With universal themes and possibility, it would seem that there is an opportunity for a greater global connection, guided by a singular mantra: Stronger Together.

I mean, that's the whole point, right? Associations help companies and individuals associate, form connections, all for a purpose. And I think the better we do that, the more impact we can have. That goes for us as professionals and as an industry. As we are tackling similar problems, we could likely use similar solutions, although

areas of focus and priorities may differ from one geographical region to another. If we take on a global perspective to problem-solving, we would have the wealthiest pool of knowledge from which to draw from, allowing us to be better equipped when facing problems. There are models in development, being piloted, and succeeding where organizations look beyond their borders to discover how global corollary competitors could instead be collaborators. As we look abroad, there are a few areas where organizations can reflect on building these stronger relationships:

**1** Where are our areas of focus in line with those of similar membership/non-profit organizations elsewhere – where either the value we create could serve their audience, their value could serve ours, or there could be a place of co-creation? Though membership models may shift around the world, being of service and value remains a constant.

**2** From a governance perspective, what voices of insight, knowledge, and trend identification would better inform our leaders at home as to the needs and priorities of those abroad? How could this information then shift the goals and vision of the organization to truly include a global line of sight?

**3** Who are the thought leaders and organizational champions, domestically and globally, who can lead the way in having these conversations? Who are the individuals that will hold at heart the best interest of the organization, and bring to the table an open ear and hand – looking to listen, learn, and find opportunities for “stronger together?”

Opportunities exist the moment we look beyond our borders, and these are the important questions we must ask ourselves to be able to identify them. There is a lot to learn from one another and we need to be taking an active interest to stay informed of what is happening elsewhere to form stronger relationships and truly be united. While not comprehensive – any of these places can be enhanced by partnerships and help an organization design a stronger global approach.



**NATURAL BRIDGE**  
Historic Hotel & Conference Center  
*Your Event Center in the Virginia Blue Ridge*

**In The Heart Of The Virginia Blue Ridge Mountains**

152 Guest Rooms | 10,000 Square Feet Of Flexible Meeting & Event Space  
Banquets & Catering | Full Service Restaurant & Lounge | Easy Access To Nearby Attractions

**Contact Anita Aaron at 540.291.2132 or [aaaron@naturalbridgeva.com](mailto:aaaron@naturalbridgeva.com)**

15 Appledore Lane Natural Bridge, VA 24578 | [www.NaturalBridgeVA.com](http://www.NaturalBridgeVA.com) | 540.291.2121

## ABOUT THE AUTHOR



**Lowell Aplebaum, CAE** is the CEO and Strategy Catalyst of Vista Cova and is a content leader at the 2019 VSAE CEO & Senior Staff Retreat.

He can be reached at [lowell@vistacova.com](mailto:lowell@vistacova.com) or (202) 821-9444.





*The intimacy and beauty of the Chesapeake Bay brought to you by Delta Virginia Beach Bayfront Suites. A contemporary style with a tranquil setting delivering elevated personal service. An energetic oceanfront culinary scene at Tin Cup Kitchen + Oyster Bar offers dramatic sunrise views over the Atlantic Ocean and refreshing breezes.*

**D**  
**DELTA**  
 HOTELS  
 MARRIOTT

VIRGINIA BEACH  
 BAYFRONT SUITES



[www.marriott.com/orfdb](http://www.marriott.com/orfdb) | 757.481.9000

## HEALTH CARE CORNER



The Affordable Care Act (ACA) requires health insurers to offer a one-month Annual Special Enrollment Period that starts November 15 and runs through December 15 with a January 1 plan effective

date. During this special enrollment period eligible small groups can enroll in coverage without having to meet standard small group employer-contribution and/or employee-participation ratios and requirements. Please contact me to learn more.

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

## WELCOME NEW MEMBERS

### EXECUTIVES

**Marchelle Albertson**  
*American Council of Engineering  
Companies of Virginia  
Richmond*

**Thomas Anderson**  
*IT4Causes  
Midlothian*

**Lisette Carbajal**  
*VA Health Care Association  
Richmond*

### ASSOCIATES

**Dustin Crow**  
*Greater Richmond Convention Center  
Richmond*

**Patricia Myers**  
*The Draftsman Hotel  
Richmond*

## THANK YOU TO OUR 2019 PARTNERS



### PRESIDENT'S CLUB

Colonial Williamsburg Hotels  
Hilton Norfolk The Main  
James River Audio Visual Services  
Kingsmill Resort  
Marriott Virginia Beach Oceanfront  
The Omni Homestead Resort  
Virginia Beach Convention & Visitors Bureau

### BENEFACTOR

Embassy Suites by Hilton Hampton Roads  
Greater Richmond Convention Center  
Lansdowne Resort  
Sheraton Norfolk Waterside Hotel

### SUPPORTER

Delta Hotels by Marriott Virginia Beach  
DoubleTree by Hilton Williamsburg  
Hampton Convention & Visitor Bureau  
Hilton Richmond Downtown  
Hilton Richmond Hotel & Spa at Short Pump  
Hilton Virginia Beach Oceanfront  
Hotel Madison & Shenandoah  
Valley Conference Center  
Renaissance Portsmouth-Norfolk  
Waterfront Hotel  
Richmond Marriott Downtown  
Sheraton Virginia Beach Oceanfront Hotel  
VisitNorfolk

### PATRON

Asset Protection Group, Inc.  
Boar's Head  
Craddock Terry Hotel & Conference Center  
DoubleTree by Hilton  
Richmond-Midlothian  
Exhibits, Inc.  
The Founders Inn & Spa,  
Tapestry Collection by Hilton  
The Greenbrier  
The Hotel Roanoke & Conference Center  
Lynchburg Tourism  
MemberClicks  
Natural Bridge Historic  
Hotel & Conference Center  
Naylor Association Solutions  
Norfolk Waterside Marriott  
Omni Charlottesville Hotel  
Omni Richmond Hotel  
Richmond Region Tourism  
The Tides Inn

## SURVEY PRIZE WINNER

Congratulations to **Amy Hewett**, Vice President of Strategy & Communications at **VA Health Care Association**, who is the SIG-a-Palooza evaluation prize winner. Amy won dinner for two at The Tavern at **Virginia Crossings Hotel & Conference Center**.

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



**Sheraton®**  
NORFOLK WATERSIDE HOTEL

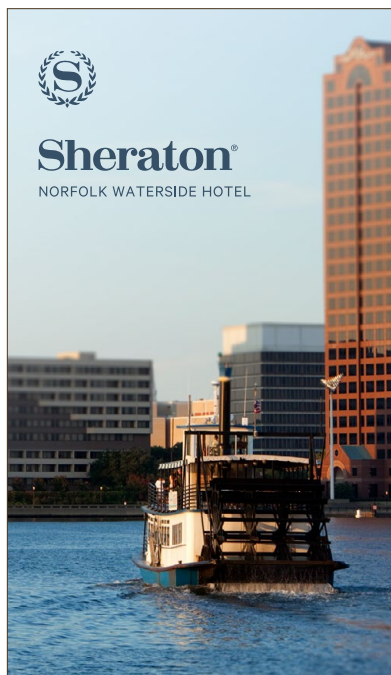
## Water on the outside, newly renovated on the inside.

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

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

For more information, contact Kim.

Kim Law, Association Sales Manager  
757-640-2756  
Kim.Law@norfolksheraton.com  
SheratonNorfolkWaterside.com





## PARTNER HIGHLIGHT:

### MEET THE NEW MARRIOTT VIRGINIA BEACH OCEANFRONT AT THE CAVALIER RESORT, OPENING SPRING 2020

With a grand opening just around the corner, the Cavalier Resort's all-new **Marriott Virginia Beach Oceanfront** is ushering in a bold new level of seaside luxury for business and leisure travelers.

With 305 luxury guest rooms—all with ocean views—the new Marriott offers everything you would expect from the Beach's newest and largest oceanfront resort. And a few things you might not.

Like a rooftop, Asian inspired restaurant with panoramic ocean views. An incredible 27,600 square feet of modern, high-tech meeting space, including the Beach's largest ballroom. And full access to the entire **Cavalier Resort**, including the **Historic Cavalier Hotel** and its world-class restaurants and on-site distillery.

#### MODERN MEETINGS

The Marriott is perfect for business meetings large and small. With a dedicated team of seasoned meeting planners ready to handle every last detail, the **Marriott Virginia Beach Oceanfront** features a 17,800 square foot ballroom, with 4,300 square feet of pre-function space, a 3,000 square foot oceanfront private event terrace, and nine breakout rooms, including an executive boardroom. Meanwhile, a seaside lawn invites guests to take the meeting outdoors, with all of the full catering and meeting support you'll find inside.

#### ROOM TO ENJOY

The Marriott's 350 luxury guest rooms include 99 Kings and 129 Double Queens, along with an exclusive M Club level and lounge featuring 41 M Club suites. The hotel also boasts 64 King Extended Suites—11 with balconies and 53 with sofa beds—and one Presidential Suite. Each Marriott guest room and suite features plush fabrics and linens, gleaming contemporary bathrooms, and all the technology and connectivity travelers demand.

## Marriott Virginia Beach Oceanfront



#### BUSINESS. AND PLEASURE.

The Marriott was built for breezy beach days and resort-style relaxation. The indoor/outdoor pool stays heated year round. A 2,000 square foot Fitness Center lets you take your workout on the road. And on-site parking lets you come and go with ease. What's more, you'll enjoy many of the amenities and comforts of the neighboring **Historic Cavalier Hotel**.

#### THE CAVALIER CONNECTION

Built nearly 100 years ago and completely restored to its original grandeur, the **Historic Cavalier Hotel** has welcomed 10 presidents and dozens of noted luminaries from Liz Taylor to Jimmy Buffett. It welcomes Marriott guests with access to its luxury spa, world-class dining, and

an in-house craft spirits distillery. The **Cavalier Resort's** stunning private Beach Club features a seaside infinity pool, outdoor bar and grill, private lockers and showers, cabanas, beach chairs, plush towels and loungers, and attentive poolside service.

#### MEETINGS ARE BETTER AT THE BEACH

The **Marriott Virginia Beach Oceanfront** is now taking reservations for Spring 2020 and beyond. Be among the first to experience Virginia Beach's newest and largest luxury beach resort.

#### BOOK TODAY

For sales, contact **Mary Kelly** at (757) 961-7362 or [Mary.Kelly@MarriottVirginiaBeach.com](mailto:Mary.Kelly@MarriottVirginiaBeach.com). For more details, visit [MarriottHotels.com](http://MarriottHotels.com).

### CAVALIER RESORT NOW BOOKING MARRIOTT OCEANFRONT

## SPRING 2020

Plan your next networking event, conference or corporate retreat at the all-new **Marriott Virginia Beach Oceanfront**.



4201 ATLANTIC AVENUE, VIRGINIA BEACH, VA 23451  
[MARRIOTTHOTELS.COM](http://MARRIOTTHOTELS.COM) | 757-961-7362

MICHAEL KOKOLIS | [MICHAEL.KOKOLIS@MARRIOTTVIRGINIABEACH.COM](mailto:MICHAEL.KOKOLIS@MARRIOTTVIRGINIABEACH.COM)  
MARY KELLY | [MARY.KELLY@MARRIOTTVIRGINIABEACH.COM](mailto:MARY.KELLY@MARRIOTTVIRGINIABEACH.COM)



## AROUND THE COMMONWEALTH



**Paul Howe** has formed P.R. Howe, LLC, a consulting business for government relations work. Paul can be reached at (804) 366-7748 and paulrussellhowe@gmail.com.

**Independent Insurance Agents of Virginia (IIAV)** has received the Diamond Level Excellence in Education Award from Independent Insurance Agents and Brokers of America. This is IIAV's 7th consecutive Diamond Level award and their 10th consecutive overall award. The award will be presented to IIAV during IIAA's Education Convocation.

The **Norfolk Waterside Marriott** has completed the renovation of 407 guest rooms and suites. The lobby and 2nd floor Share Cocktail Lounge will be complete by mid-October. VSAE members are encouraged to call **Jamie Caron** to schedule a tour or stay.

Congratulations to **Brittney (Bagley) White**, Sales Manager at the **Westin Virginia Beach Town Center**, who married Clayton White on June 8 in Cancun, Mexico.



## Donate to the Silent Auction

VSAE's most popular event, the **Awards Luncheon & Silent Auction** will be here before we know it. Every year, the Silent Auction offers over 100 items on which to bid, including luxurious getaways, event tickets, gift baskets, and so much more. Proceeds benefit VSAE programming and Relay For Life Cancer Walk, a local charity.

Donations are now being accepted through a simpler, on-line donation form. Go to [vsae.org/19ALSA](http://vsae.org/19ALSA) to submit your donation today and to get a sneak peak at the fabulous Grand Prize Live Auction prize from **The Ritz-Carlton, Kapalua**.

Held on Friday, December 6 at the **Hilton Richmond Hotel & Spa at Short Pump**, this event includes a luncheon at which the winners of VSAE's coveted Awards of Excellence are recognized.



### 2019-2020 OFFICERS

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

**Phyllis Errico, JD, CAE**  
*President Elect*

**Maureen Dingus, CAE**  
*Treasurer*

**Steven Williams**  
*Secretary*

**Ray Mattes, III, CAE**  
*Immediate Past President*

**Rick Eisenman**  
*Executive Director*

**Sonnica Montemayor, CAE**  
*Deputy Executive Director*

### DIRECTORS

**Sarah Gouger**  
**Amy Hewett, CAE**  
**Stewart Hinckley, CMP**  
**Richard Johnstone, Jr.**  
**Shannon McCabe, CAE**  
**Katie Newland**  
**Lisa Noon, CAE, RCE**  
**Tracey van Marcke**  
**Jordan Vallerga, CMP**  
**Tom Witt**

### ASSOCIATION PRESS

Published by the Virginia Society  
of Association Executives

2924 Emerywood Parkway  
Suite 202  
Richmond, Virginia 23294

PHONE: (804) 747-4971

FAX: (804) 747-5022

[info@vsae.org](mailto:info@vsae.org)

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

**Rick Eisenman**  
*Editor*

**Lorraine Meade**  
*Content, layout, and design*

**Art and Editorial Deadline**  
**for the October Issue**  
*September 20*

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

This newsletter is proudly printed by:



**SHERATON**  
Virginia Beach  
Oceanfront Hotel

## Your Productivity is Our Priority

Our beautiful waterside location, versatile meeting space layout, spacious guestrooms, and attentive staff help set the tone for successful meetings. Consider our 12,000 square feet of gracefully appointed banquet hall space, including the 5,700-square foot Ocean Grand Ballroom for your next event.

**Sheraton Virginia Beach Oceanfront Hotel**  
3501 Atlantic Avenue  
Virginia Beach, VA 23451  
757.425 9000 | [SheratonVirginiaBeach.com](http://SheratonVirginiaBeach.com)

©2019 Marriott International, Inc. MEMBER OF MARRIOTT BONV2Y™

