

# Awards Luncheon & Silent Auction

Friday, December 6, 2019 | Hilton Richmond Hotel & Spa at Short Pump

## VSAE's Most Popular Event!

Join VSAE on Friday, December 6 at the **Hilton Richmond Hotel & Spa at Short Pump** for VSAE's most popular annual event, the **Awards Luncheon & Silent Auction**. Kick off the season with some holiday shopping at the always popular Silent Auction, where you can bid on over 100 donated items, including gift baskets, event tickets, luxurious getaways, rounds of golf, and much more. You will also get a chance to bid on the fabulous Live Auction Grand Prize—a tropical Hawaiian getaway compliments of **The Ritz-Carlton, Kapalua**.

Then enjoy a luncheon at which the winners of VSAE's coveted **Awards of Excellence** are recognized (see page 3 for the award winners). Register today at [vsae.org/19ALSA](http://vsae.org/19ALSA)

### New Online Donation Form

It is also a time to participate in this season of giving by donating an item to the **Silent Auction**. Submit your donations through a new online donation form, much simpler than the form of past years, at [vsae.org/sadonation19](http://vsae.org/sadonation19).



Relay For Life of Goochland

### Support A Local Charity

Whether you donate or bid on an item, you will be doing your part in supporting VSAE's education program and

this year's local charity, American Cancer Society's **Relay For Life of Goochland**, selected by VSAE's Community Service Committee. **Wednesday, November 20 is the deadline to be included in the donation listing by category that goes out to all members.**

**Relay For Life of Goochland** is dedicated to lead the fight against cancer. The American Cancer Society's Relay For Life is a community celebration where participants camp out, picnic, dance, play games, and take turns circling around a track "relay" style to raise funds to fight cancer. The event represents hope in that those lost to cancer will not be forgotten, that those who face cancer will be supported, and that one day, cancer will be eliminated.

## LIVE AUCTION GRAND PRIZE A TROPICAL GETAWAY TO HAWAII!



### SIX NIGHTS AT TWO LUXURIOUS HOTELS IN MAUI

Four nights at **The Ritz-Carlton, Kapalua**, two nights at the **Wailea Beach Resort**, and a Helicopter Tour (see [vsae.org](http://vsae.org) for details).

Package donated by VSAE Member  
Dominique Holt

### NEXT EVENT

#### AWARDS LUNCHEON & SILENT AUCTION

Friday, December 6

*Hilton Richmond Hotel & Spa at Short Pump*

#### SCHEDULE

10:30 a.m.

Registration, Hosted Reception & Silent Auction

11:45 a.m.

Luncheon, Live Auction, and Awards Ceremony

Register at  
[vsae.org/19ALSA](http://vsae.org/19ALSA)

### UPCOMING EVENTS

#### COMMUNICATIONS & MARKETING SIG

November 19

*IIAV*

#### NOVA SEMINAR SERIES

December 11

*ASIS International*

#### 2020 VIRGINIA POLITICAL OUTLOOK

January 3

*Omni Richmond Hotel*

#### SEMINAR SERIES

WITH LUNCH

February 7

*The Jefferson Hotel*

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



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# High Praise for the 2019 Awards of Excellence Recipients

Read below to find out why members nominated this year's award recipients. They will be recognized at the **Awards Luncheon & Silent Auction** to be held on Friday, December 6, at the **Hilton Richmond Hotel & Spa at Short Pump**. Mark your calendars—this is an event you will not want to miss!



## ASSOCIATE

**Mary Kelly**, Senior Sales Manager | Marriott Virginia Beach Oceanfront

"Mary exemplifies professionalism in all aspects of her relationships with VSAE and its members. She holds the prestigious Certified Meeting Planner designation, a testament to her dedication to her career. As a partner sponsor, Mary has supported VSAE financially. While with the Hilton Virginia Beach Oceanfront and Hilton Norfolk The Main, Mary was instrumental in the success of two VSAE Annual Conferences. Mary represented the Hilton brand with integrity, foresight, and attention to detail, and continues to do so for Marriott. She is respected by her peers in sales and by her customers and potential customers."



## CAREER SERVICE

**Mark Yardis**, Vice President of Operations | Shamin Hotels

"Mark is one of hospitality's unsung operations rock stars! Mark always greets you with his big smile while he's quietly handling the millions of details required to operate successful hotels.

Mark distinguished himself with Omni Hotels for nineteen years before Shamin Hotels tapped him to share his operations expertise. Mark helped Shamin become one of the top 20 hotel companies in the United States. For twelve years Mark has supported Shamin's exploding hotel growth, now numbering sixty properties with 8,200 rooms."

"I have been most impressed with Mark's hands-on approach to guest/association hospitality. Mark has been a friend to VSAE and its member associations since his time as manager of the Omni Richmond and continues to make sure his hotels cater to the needs of the association community."



## CEO

**Scot McRoberts**, Executive Director | VA Council of CEOs

"Not only has Scot lent countless hours to VSAE as a Board member, President, and attendee, he has given VSAE his heart and loyalty. He consistently tells other association professionals that the best thing they can do for themselves is to participate in VSAE."

"So much of what VSAE is today is because of Scot and his leadership during his tenure on the board. He was instrumental in launching VSAE's CEO & Senior Staff Retreat and continued to provide leadership each year on format and content for the event. Scot also led the task force charged with overseeing VSAE's rebranding in 2015, and has been one of the key drivers of VSAE's popular Shared Interest Group (SIG) program. He is always willing to volunteer, and continually provides counsel and makes connections for other members."



## STAFF

**Courtney Fleming**, Senior Vice President of Education & Training | VA Bankers Association

"During Courtney's time on the Board, she was often tapped for extra task forces and projects because she is reliable, insightful, and collaborative. She always welcomed the challenge and delivered results that moved the organization's mission forward. She worked tirelessly to help launch Association Leadership Virginia, one of VSAE's signature programs. Courtney is absolutely one of the best of the best!"

# Leadership reflections



Sonia Montemayor, CAE  
Deputy Executive Director

**“If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes.”**

**—Andrew Carnegie**

There are less than 2 months left this year and in this decade. Just take a moment to let that sink in. Feel free to sigh, groan, or just close your eyes and rub your temples.

Like most professionals, at the end of every year I review my goals and take stock of all that I’ve accomplished over the last 12 months, all the things I’d like to do over, and the things that still need improvement. But doing a review at the 10-year mark is different. A lot can happen in a decade. I took some time to review the arc of my career, decade by decade, and it reminded me of one of my favorite playlists, Prince’s Greatest Hits. ***Dearly beloved we are gathered here today...***

## REWIND...

Thinking back to the very beginning of my career, I distinctly remember 1999. I was a year or so out of college and wondering if the world was going to descend into a Y2K-induced mass chaos. ***Party over, oops, out of time.*** I don’t remember much of anything about the work that I was doing at that time. Just that I was still on the path of discovering what my calling was going to be. Over the next ten years, that clarity did come. In 2009, I was entrenched in life as an association



professional, by that time having worked for two different associations and sat for the CAE exam for the first time. (In January of 2010 I found out I passed!) At the end of the aughts, I was fully committed to association work.

## PUSH PLAY...

This last decade has been a period of disruption and change. I’ve worked for yet two more associations and renewed my CAE three times. Most recently, I picked up and moved back “home” from a town I’d lived in for 14 years. At a recent E&A staff retreat, we discussed our professional and personal goals. Like all of us, I want to always

be improving. Of course, I’ll make a list of goals for the next 12 months and create or update new systems to help achieve those goals. There are an infinite number of ways to improve upon my skills or even to acquire new ones, but those things only move the needle so much. At this point in my career, I’m striving for something much bigger. ***Go crazy, punch a higher floor!*** We all do work in service of others and of our respective industry. Who we are as individuals matters to our organizations. All of us have a servant’s heart and want to do well. But understanding the purpose of our work in relation to the organization and to the industry drives greater success. And more so, understanding the purpose of our work within the greater context of our lives is what gives it meaning.

## FAST FORWARD...

Where will we all be in 2029? I’m sure I’ll still be doing association work, but only time will tell. The better question to ask is, WHO will I be in 2029? What do I want to spend the next ten years of my time doing? Is my work in alignment with who I am as a person? In 2029, what will the previous 10 years say about the work that you’ve done and about the person that you are? ***I know times are changing, it’s time we all reach out for something new and that means you too.***



## ASSOCIATION:

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## BOARD SERVICE NOMINATIONS

The VSAE Nominating Committee is now accepting nominations for the 2020-2021 Board of Directors. The Board, comprised of 15 directors, helps set the strategic direction of VSAE.

The committee is looking for candidates who want to give back to the association community and have input in the future direction of VSAE.

If you meet the qualifications to serve (member in good standing for 2 years or more, attends VSAE events regularly, and has actively served on a committee or task force), you are encouraged to apply.

Complete a candidate form at [vsae.org/nomform20](http://vsae.org/nomform20).

If you have any questions, contact **Sonnja Montemayor, CAE** at (804) 249-2234 or [sonnja@vsae.org](mailto:sonnja@vsae.org).

## 2020 MEMBER DUES

Renewal notices for 2020 VSAE member dues have been mailed. The Board has approved a minimal increase for 2020 across all VSAE memberships. Below are the new membership dues rates, effective January 1, 2020.

### EXECUTIVE

1-2.....	\$345
3+ .....	\$175
Non-Resident.....	\$295

### ASSOCIATE

1-2.....	\$550
3+ .....	\$290

### SEMI-RETIRED

1.....	\$ 75
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# Inspire Employees to Embrace Your Mission

*If your employees seem apathetic about your organization's mission, motivate them to embrace it by consistently displaying your own passion through your actions and words.*

**Q** I'm firmly committed to my organization's mission, but I don't think the employees I supervise share my passion. How can I inspire them to care more about our work?

**A** The most important way you can inspire your employees is through your actions, supported by your words. If you consistently demonstrate your own commitment to your organization's mission, your team will be motivated to embrace it too.

If you've been trying to share your enthusiasm for the work your organization does and its impact, but without success, here are some points to consider:

**Actions speak louder than words.** Your employees watch how you live the organization's mission every day. Don't give them a reason to believe you're all talk with no follow-through. Take some time to think about how well you uphold your organization's mission and values and how you can improve if you're coming up short.

**Take every opportunity to talk about the mission.**

While actions speak louder than words, words are important too. One thing you can try is to start every staff meeting by talking about something related to your mission. Show how your organization is making an impact in the world. Ask staff members

to share what your mission means to them. This kind of reflection and sharing will deepen your team's understanding of the mission and how the organization makes a difference.

**Hire people who believe in your mission.** When you have an opening on your team, probe for the applicants' understanding of and commitment to your mission. Share your own passion in the interviews and build a team of people who have bought in to your organization's purpose from the start.

**Make sure the mission is emphasized in new-employee onboarding.** If your organization has a formal onboarding process, meet with the people who conduct it and see whether and how the mission is incorporated into it. What do new hires see and hear about your mission during their introduction to your organization? If managers do their own onboarding of new hires, make sure yours includes a time when you share your passion for the mission.

### ABOUT THE AUTHOR

**Barbara Mitchell** is a human resources and management consultant and author of *The Big Book of HR* and *The Essential Workplace Conflict Handbook*.



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[Erin.Eissens@AtriumHospitality.com](mailto:Erin.Eissens@AtriumHospitality.com)



## How to Share Conference Learning With Your Entire Staff

Small-staff budgets don't usually equal big staff professional-development funds, so it's likely that you've been the single staffer from your organization at one conference or another. That typically means you go, soak up the knowledge, and return to your post at your association. But what happens after that?

Rather than letting all that information sit with only you, take the opportunity to spread the wealth to the rest of your team. It doesn't have to be boring slide decks with bullet points or sleep-inducing written reports either.

In fact, please don't do that. Check out some of these creative ways to share all the conference "stuff" with the rest of your staff (sharing is caring, after all):

**Share your notes.** Take notes in a shared space like Evernote or Google Docs. Encourage others to leave comments about areas they'd like to learn more about, and then schedule times to chat offsite casually about their specific interests.

**Host a brown bag lunch.** Bring the team together with lunchboxes in tow or ask the boss to splurge for pizza (everyone loves pizza, right?) and pick one conference topic to focus on. Talk about five takeaway lessons about that topic from the conference—too many will just seem overwhelming and stifle conversation—and then encourage dialogue.

**Find what's relevant.** Look back at the conference schedule and the sessions you attended. Then, using notecards, write the topic of each "lesson" you learned from a session and spread them out on the table. As a team, decide which areas are really important to the organization, especially right now. Focus on those areas only, and not the other stuff.

**"It doesn't matter how you share what you've learned: The key is getting the information out there and allowing brainstorming and thoughtful conversation to take place."**

**Create a game.** Take some of the facts, statements, and figures that you learned and create a trivia game or a matching game. It's great to play casually over pizza as a way to spark conversation with a side of competition.

It doesn't matter how you share what you've learned: The key is getting the information out there and allowing brainstorming and thoughtful conversation to take place. Reciting a bulleted list doesn't allow others to engage in the process, and the organization will likely struggle to implement any new initiatives as a result of new information.

That's why it's important to get together, set the tone for sharing and inviting new ideas, and give your organization (and you) more bang for the buck when it comes to conferences and professional development.

### ABOUT THE AUTHOR

**Tara Puckey** is director of strategic initiatives at the Radio Television Digital News Association in Washington, DC, and vice chair of ASAE's Small Staff Association Committee.

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**PARTNER HIGHLIGHT:**

# Craddock Terry Hotel & Event Center

## AN ICONIC, AUTHENTIC AND ORIGINAL EXPERIENCE

The Craddock Terry Hotel in Lynchburg, Virginia set a precedence of excellence for boutique hotels across the country when it opened just over twelve years ago. As one of the very first boutique hotels to open and also to be in a historic building, the hotel is known for service excellence, unique amenities and fabulous dining. Guests often come away feeling as if the hotel staff was only there to serve them and them alone. This personal approach to service has made the hotel the first choice for many who travel to Lynchburg and has yielded the hotel numerous awards over the years.

The iconic building was once a turn-of-the-century shoe factory, Craddock Terry Shoe Corporation, which was transformed into an upscale hip hotel by the founder's great-grandson Hal Craddock in 2007. The award-winning boutique hotel blends original brick warehouse architecture with its high ceilings, hand-turned wooden columns, and brick interior walls with chic modern style. One of the many accolades the property has received recently is that it has been recognized as #6 in the Top 10 Hotels in the USA/Mid-Atlantic by the Condé Nast Traveler's 32nd annual Readers' Choice Awards.

The property boasts 44 rooms that feature soaring ceilings, beautiful bedding, and high-touch décor that embrace its heritage as a shoe factory. Location in the background of the Blue Ridge Mountains, along the James River and Lynchburg's newly thriving Bluffwalk, provides guests with scenic views and easy access to historic downtown Lynchburg. Services include a lobby wine bar, overnight shoe shine, turndown services, breakfast delivered to your door in an old-fashioned shoe shine box, and greetings by the hotel concierge – Penny Loafer, a wirehaired fox-terrier. The hotel is also centrally located to great walking paths, the downtown shopping district, and museums.



*The hotel concierge, Penny Loafer, is always ready to give visitors a warm greeting.*

**The Craddock Terry Hotel** features two award-winning restaurants, Shoemakers American Grille and Waterstone Pizza. Internationally trained Chef Jason Arbusto was recently appointed as the Culinary Director for both restaurants. Arbusto, a Lynchburg native, is a Culinary Institute graduate and has over two decades of experience in the culinary world both in the U.S. and abroad, and has returned home. He also oversees the event operations of the 4,000 square foot meeting and event spaces,

room service, and Waterstone's Biergarten that opened this summer providing a fun outdoor space for guests and groups alike!

**CONTACT:**

**Kim Wolfe**, Director of Sales  
Craddock Terry Hotel & Event Center  
1312 Commerce Street, Lynchburg VA 24504  
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## AROUND THE COMMONWEALTH



The **Charlottesville Area Association of REALTORS®** announces the opening of their new Hillsdale Conference Center, a special event rental facility with a modern, professional environment. Located off Route 29 in Charlottesville, the Hillsdale Conference Center is 3,500 square feet of column-free space, which includes a classroom, board room, pre-function area, ballroom, catering kitchen, and terrace. Learn more at hillsdaleconferencecenter.com.

**Exhibits, Inc.** celebrates 60 years providing quality convention services to associations, corporations, and other tradeshow and convention managers.

**Sherri Halloran** is now the Marketing and Communications Manager for the **American Council on the Teaching of Foreign Languages (ACTFL)**.

**Sarah Mattes Marshall** is the new Executive Director of the **Virginia College of Emergency Physicians**. **Bob Ramsey, CAE**, who has held the position since 2013, is working with Sarah during the transition and will be retiring at the end of the year.

The **Newport News Tourism** Office, in collaboration with the city's Information Technology/GIS department, has produced award-winning interactive maps for the city's Bike Trails and Toast the Coast: Beer, Wine, and Shine Trail. Learn more at newport-news.org.

**Gail Phillips**, Senior Vice President of **Organization Management Group**, became a grandmother on September 29, 2019 to Jack Preston Rudiger.

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2924 Emerywood Parkway  
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PHONE: (804) 747-4971

FAX: (804) 747-5022

info@vsae.org

vsae.org

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

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*November 21*

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## WELCOME NEW MEMBERS

### EXECUTIVES

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## SURVEY PRIZE WINNER

Congratulations to **Tom Witt, Engineer Director of the VA Transportation Construction Alliance**, who is the Fall Conference evaluation prize winner. Tom won a Seminar Pass to be used during 2020.

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

## HEALTH CARE CORNER



While the ACA individual mandate is no longer in force, there is still an open enrollment period for individuals who want to obtain individual health insurance for 2020. The open enrollment period for 2020 started Friday, November 1 and runs through Sunday, December 15, 2019. Coverage starts January 1, 2020.

Please contact me if you have any questions.

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

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