

VSAE VIRTUAL

FALL CONFERENCE

OCTOBER 13–14, 2020

Calling all association executives and professional meeting planners throughout the Commonwealth and beyond! Don't miss the chance to experience this unique virtual conference with 7 CAE hours of education and a tradeshow full of exhibitors ready to wow you with their virtual booths. Here are 5 features of this year's conference that you never saw at the in-person version of this annual event:

1. Meet new peers and reconnect with long-time friends by starting off each day at a Coffee Chat, joining in a Meet-up with those who share your interests, or participating in the Virtual Trivia Game.
2. Interact with speakers and attendees starting four weeks before the conference and up to 12 months after it's over.
3. Enjoy updates and product demos directly from our sponsors.
4. If you don't get a chance to visit all the booths or attend all the educational sessions, go back to the virtual platform as often as you wish after the event.
5. Embrace the trend of the future by learning first-hand how to offer stellar educational content and a tradeshow—all virtually.

CHECK OUT THE TWO-DAY VIRTUAL FALL CONFERENCE AGENDA ON PAGE 4.

6 Tips to Take Your Zoom Meetings to the Next Level

Zoom conferencing platforms have been a great and easy-to-use resource during the pandemic to keep communication going among work groups, clients, families, and friends. Annual meetings that were the norm for networking, reconnecting with contacts, and relaxing are moving to this virtual platform with varying degrees of success. The relaxation component may be lacking, but can be replaced with creative ideas such as virtual happy hours and open-topic chat sessions.

But as the impact of the pandemic stretches on and the "Zoom world" remains a critical adaptation tool, it would be wise to keep some key tricks and tips in mind to help keep your attendees engaged by upping your game from a tech standpoint.

1. Ensure the Best Audio

The importance of good audio for your Zoom meeting cannot be overstated. No matter how great you may look on the screen, if participants struggle to comprehend your comments

continued on page 8 >

UPCOMING EVENTS

WE'RE GOING ALL VIRTUAL!

Through the remainder of 2020, all VSAE events will be virtual. We look forward to being together again in person with VSAE members and Partners in 2021.

While the events will be virtual, our focus remains the same: offering association professionals relevant and practical knowledge and providing opportunities to network, share, and support one another.

THURSDAY, OCTOBER 8

SeminarWeb:
ENGAGE! Harnessing the Power of Video Marketing—and How to Do it Right

TUESDAY & WEDNESDAY, OCTOBER 13 & 14

Virtual Fall Conference

FRIDAY, NOVEMBER 6

Online Seminar:
**Reversing the Trend:
Reimagining Membership
Recruitment and Retention**

THURSDAY, NOVEMBER 12 Virtual Meeting Planner SIG

WEDNESDAY & THURSDAY, NOVEMBER 18 & 19

**Virtual CEO &
Senior Staff Retreat**

NOVEMBER 30–DECEMBER 11

**The Twelve Days of
VSAE Silent Auction**

VISIT [VSAE.ORG/CALENDAR](https://www.vsaer.org/calendar)

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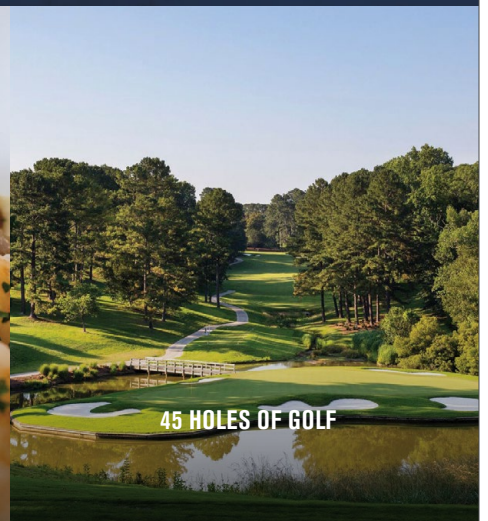
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A Tapestry Collection by Hilton
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Great Wolf Lodge
The Greenbrier
The Hotel Roanoke & Conference Center
Lynchburg, Economic Development
& Tourism
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Omni Richmond Hotel
Richmond Marriott Short Pump
Richmond Region Tourism
The Virginian Hotel
Widespread Risk Advisors/
AP Group and BeneFinder

CHARGING STATIONS

Kingsmill Resort

LANYARDS

Virginia Beach Convention & Visitors Bureau

NAPKINS

VisitNorfolk

Leadership reflections



Zach Eisenman
Deputy Executive Director

The theme of this month's Association Press newsletter is "Technology". Inside you'll find several articles outlining ways in which technology can improve productivity, enhance your virtual communication skills, and even help simplify your life. However, it's important to remember that balance is key. In order to not overwhelm yourself in our digital society it's OK—and sometimes necessary—for you to go "offline" every now and then.

"You're on mute." Perhaps no other image more accurately captures the current state of our work culture than that of a colleague or client helplessly talking into the virtual void while muted during yet another Zoom meeting—or GoToMeeting, Skype, Teams... insert the platform du jour. In a world where remote work and digital communication have become essential, the usual frustrations and snags of technology have been amplified. While it's easy to get burnt out and overwhelmed, there is an antidote to help shake those digital blues—unplug.

No, I'm not suggesting you throw your laptop out of a window or take a Louisville Slugger to your

internet router. Rather, "unplugging" (to me at least) means making a conscious effort to take some time away from technology. Whether that's logging off your computer, putting away your smart phone, or turning off the TV, spending some time unplugged can go a long way in reducing the stress and anxiety we all feel in this 24/7 connected world.

Instead of binge-watching *The Office* on Netflix for the 20th time, consider going for a walk around the block with a friend or neighbor. Better yet, for those Richmond-based members, head down to the James River Park and walk the trails or bike around Belle Isle (both free activities). Instead of mindlessly scrolling Facebook or Instagram for an hour, spend some time reading a book or writing that screenplay you've always talked about. It's not so much about the activity as it is the intentional effort to step away from the screens.

It may seem ironic for a millennial like myself to be extolling the virtues of "no tech", but if anything, I think my generation understands the effects of technology burnout better than anyone. We grew up with it and most of us are connected in some way or another all day everyday (email, text messaging, social media, etc.). Don't get me wrong, technology can be amazing, and it allows us to be able to do things today that people could hardly imagine 30 years ago. That being said, next time you feel like you're about to snap your keyboard over your knee like Bo Jackson, take some time to recharge...away from a power outlet.



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VSAE VIRTUAL FALL CONFERENCE AGENDA

TUESDAY, OCTOBER 13

9:00–9:30 a.m.

Coffee Chat

Update by Sheraton Virginia Beach Oceanfront Hotel

9:30–9:45 a.m.

Opening Remarks

Phyllis Errico, CAE, VSAE President

9:45–10:45 a.m.

OPENING KEYNOTE

Connect, Communicate, Engage— Secrets to Getting Along with Anybody

Meridith Elliott-Powell

Speaker courtesy of Powell Kohne, LLC

10:50–11:00 a.m.

Break Sponsored by Delta Virginia Beach Bayfront Suites

11:15 am–1:00 p.m.

Exhibit Hall

1:05–1:15 p.m.

Break Sponsored by The Virginian Hotel

1:30–2:30 p.m.

Creating a Culture of Engagement: Leveraging Talent for Bottom Line Results

Ed Krow

Update by Results Direct

Session sponsored by DoubleTree by Hilton Williamsburg

2:40–2:50 p.m.

Break Sponsored by The Founders Inn & Spa,
Tapestry Collection by Hilton

3:00–4:00 p.m.

Creativity + Innovation are Here to Stay

Natalie T. McNamara
and Linné Dilorio

Update by Hilton Norfolk The Main

Session sponsored by Lansdowne

4:15–4:45 p.m.

Virtual Meet-ups

4:45–5:00 p.m.

Cocktail Demonstration by ARAMARK at the Greater Richmond Convention Center

5:00–6:00 p.m.

Virtual Trivia Game

Sponsored by The Wyman Company

Our virtual conference platform, Whova, is accessible on both desktop and mobile devices. It will give you easy access to all conference details before the event, and allow you to navigate the conference while you're there, connect with other attendees, and engage on social media. Instructions on how to access the platform will be sent to registrants mid-September.

WEDNESDAY, OCTOBER 14

9:00–9:30 a.m.

Coffee Chat

Update by Great Wolf Lodge

9:30–10:30 a.m.

PANEL DISCUSSION

Leadership Post-Pandemic: Looking Forward, Not Pivoting

Update by The Omni Homestead

Session sponsored by DoubleTree by Hilton Richmond-Midlothian

10:40–10:50 a.m.

Break Sponsored by Omni Charlottesville Hotel

11:00 am–12:00 p.m.

Exhibit Hall

12:05–12:15 p.m.

Break Sponsored by Natural Bridge Historic Hotel & Conference Center

12:30–1:30 p.m.

Managing Your Stress in These Difficult Times

Dr. Jerry Teplitz

Update by Renaissance Portsmouth-Norfolk Waterfront Hotel

Session sponsored by Embassy Suites by Hilton

Hampton Hotel and Convention Center

1:35–1:45 p.m.

Break Sponsored by The Tides Inn

2:00–3:00 p.m.

Transitioning Your Membership Program from Surviving a Pandemic to Thriving in a New Normal

Dan & Nicole Ratner

Update by Hotel Madison & Shenandoah Conference Center

Session sponsored by Hampton Convention & Visitor Bureau

3:05–3:10 p.m.

Break Sponsored by Richmond Marriott Short Pump

3:15–4:15 p.m.

Change Redefined: Turning Uncertainty Into a Competitive Advantage

Meridith Elliott-Powell

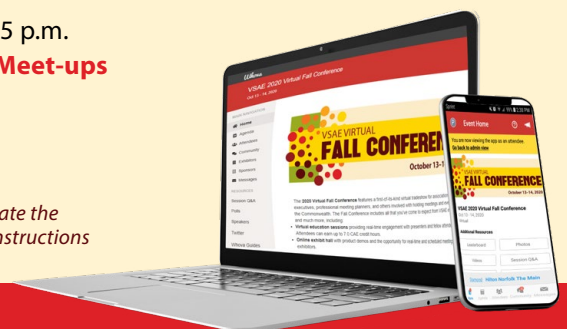
Speaker courtesy of Powell Kohne, LLC

Update by Sheraton Norfolk Waterside Hotel

Session sponsored by Richmond Marriott Downtown

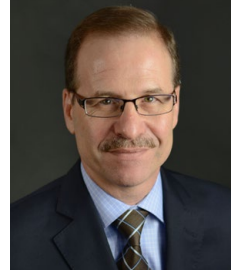
4:15–4:45 p.m.

Virtual Meet-ups



vsae.org/virtual-fall-conference

Get to Know the New VSAE Executive Director, Terry Monroe, MBA, CAE



We are very excited to welcome **Terry Monroe, MBA, CAE** to the VSAE family as our new Executive Director. He brings great experience and leadership to the position and is a perfect match for VSAE. To help get to know him better, we asked him a few questions that we thought members might want to know.

What is your background in association management?

I bring to VSAE 20+ years' experience with trade and professional associations. During my career, I have lead government relations, education and events, business development, membership, and marketing. I am also a Certified Association Executive (CAE), having earned that designation in 2012.

What attracted you to this position?

The VSAE community. It's exciting to see how members and partners support each other and VSAE. Also, the vision and the strategic objectives. I believe associations can change the world for the better and VSAE is committed to helping its members and their organizations be the best they can be. Last, but certainly not least, the opportunity to work with the great staff team - each one is a true professional and committed to the success of VSAE and its members.

What is your leadership style and how will it benefit/fit with VSAE?

I'm big on collaboration, communication, and engagement, all of which I see as trademarks of VSAE. We are at our best when we come together to share, support, and inspire one another. We also need to be listening to our members and partners and be empathetic to their needs and concerns. Our association is strongest when we encourage and support engagement among members, partners, and staff.

How familiar are you with Richmond and do you plan to relocate here from northern Virginia?

My son graduated from VCU, so we are familiar with the area. We like Richmond because it has the benefits of city life, but with the feel of a small community. And yes, we are relocating to Ashland.

What do you like to do outside of the office?

I enjoy hiking, biking, and camping. Also, discovering new breweries and wineries, and it seems there are new ones popping up all the time in Virginia.

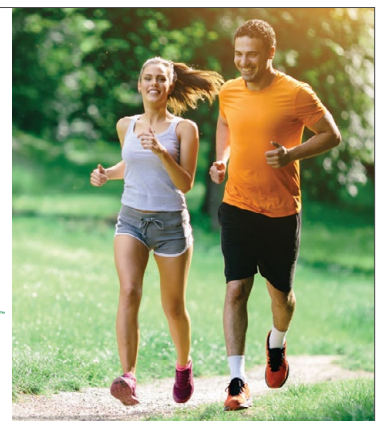
Are you active on social media and if so, where can members connect with you?

Yes, on both LinkedIn and Facebook. Less so on Twitter. Please send me an invitation to connect!

Awards Luncheon is Now The Twelve Days of VSAE Silent Auction

VSAE's most popular event, the Awards Luncheon & Silent Auction, has been redesigned to fit this year's unofficial theme of virtual events. **The Twelve Days of VSAE Silent Auction** will be held virtually from **Monday, November 30 to Friday, December 11**. Every year, the Silent Auction offers a vast array of items on which to bid, including luxurious getaways, event tickets, gift baskets, and so much more. These fantastic items will be available again this year, but participants will bid remotely over multiple days.

Proceeds from this year's event will benefit VSAE programming and **Beacon Tree Foundation**, a local charity that helps children battling mental and emotional health issues, a crucial resource given our uncertain times. Due to the unusual circumstances of 2020, the VSAE Board decided it is best that the Awards of Excellence not be given this year.



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This most extraordinary year has tested the capacity of our collective and individual patience and resilience. Association executives, especially those with a limited staff and resources, must leverage everything they can to stay high-functioning and meet the needs of the job. Thankfully, there are thousands of digital tools available to help provide efficiencies, better engage with people experiencing Zoom fatigue, and improve your ability to control your day.

Here are a few digital tools to help the modern executive be more effective, collaborative, and innovative:

Make Zoom Meetings More Engaging

Effective virtual meetings require as much—if not more—emotional energy to keep participants engaged and focused on the task at hand. To break out of the cycle of PowerPoints and one-way Zoom meetings, leverage digital whiteboard tools to add a fun and engaging element to wake up sleepy participants!

Mural, Miro, Zoom Whiteboard, and Google Jamboard are among some of the most popular tools, offering features to help recreate popular and engaging elements of in-person facilitated meetings in the virtual meeting environment. Each offers a limited free version to get you started, with tiered paid subscriptions to access advanced features.

Manage Information Flow

We're inundated with so much content these days. One way to manage this is through a few valuable applications:

Feedly—A news aggregator site to keep up with content across the interwebs. Save and categorize sites as you see fit—news, sports, leadership, association strategy, etc.—and Feedly will showcase them as they're updated. The free version will do what you need unless you're a power user.

Pocket—A reading list management application that allows you to save any article or video from your computer or smartphone browser to read later. Pocket saves a view optimized for readability, removing most of the extra visual clutter from the page.

Readwise—An app that takes your e-reader highlights and delivers them



back to you daily, weekly, monthly, or at whatever frequency you like. You get an email that shows up with a random selection of ideas you've flagged, to spark inspiration on a day it might be especially helpful.

Visualize Strategic Plans and Initiatives

Maintaining a highly visible dashboard of progress on strategic plans and initiatives can go a long way in building clarity and connections across internal and external teams.

AirTable—A high-powered alternative to spreadsheets. AirTable has lots of templates and offers powerful spreadsheet elements (calculations, sorting, alternate data views) while adding powerful visuals like images and icons. Use this for simple volunteer management, content calendars, and more.

Asana—A powerful task and project management tool, Asana remains one of the best ways to manage remote teams. Organize your everyday

tasks, board and staff projects, and even track organization-wide goals with their latest features. The free plan offers plenty of great features, but to get the most out of this tool as teams grow, paid plans are best. Thankfully, Asana offers non-profit pricing to make the cost more affordable.

Trello—A great tool for quick, visual tracking of ideas, tasks and projects. This may be the most accessible of these three tools, given the amount of features provided in the free version. They also have an add-on feature, Butler, that brings automation to your workflow to help remove manual tasks and provide added time in the day. Also helpful is the Public Boards feature, which allows users to view and engage with simple boards to assist with member or volunteer onboarding, frequently asked questions, and project process templates, to name a few.

While none of these digital tools is going to solve all the problems association executives face, they do help replenish a valuable resource in great need these days: time.

ABOUT THE AUTHOR



Tim Hopkins is a senior consultant at McKinley Advisors, an award-winning association consulting firm providing tailored research, marketing, and strategy services to solve your unique challenges.

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> Zoom, continued from page 1

they will tune out and your message will be lost. Consider upgrading to a quality USB external microphone that can be boom or tripod mounted at your workstation. There are also audio settings within Zoom such as automatic mic volume and intermittent background noise suppression that can be used to improve quality. There is an old adage in the AV world that good audio can make up for lousy video but not vice versa. Respect the power of sound.

2. Set Up the Ideal Video Image

By no means should you disregard the video component. Laptop cameras are convenient but consider purchasing an external webcam with an adjustable stand allowing for placement that aligns with your face. You want to look at your audience directly, so camera placement is crucial. Try to focus your attention on the camera and not the screen while speaking. A device such as the Zoom Q2n can perform double duty by upgrading your video image as well as enhancing your audio with built-in stereo microphones. It is also possible to record your presentation directly onto this unit.

3. Prepare for Proper Lighting

Balanced frontal lighting is required for a pleasant look of facial features. Do not have uncovered windows at your back as a silhouette image will be the result. Turn your screen so that you face the window light. An easy trick is to set a blank white piece of paper on your keyboard



to reflect room light up onto your face. LED ring lights are popular as the opening allows for placement of your new external webcam right in the middle, resulting in a soft, even-lit subject. These can easily be found online and some models can be powered from a USB port.

4. Learn a Few Essential Keyboard Shortcuts

If you use Zoom more than once a week, there are a couple of keyboard shortcuts worth learning to keep you from hunting with your mouse for common commands.

I is for Invite. Press Cmd+I (MacOS) or Alt+I (Windows) to jump to the Invite window, where you can grab the link to the meeting or send invitations to others via email.

M is for Mute. Press Cmd+Ctrl+M (MacOS) or Alt+M (Windows) when you are the meeting host and want to mute everyone else on the line.

S is for Share. Press Cmd+Shift+S (MacOS) or Alt+Shift+S (Windows) to share your screen. Then Alt + Tab to select the window or program to share.

5. Recruit Help

Have a conference assistant to help monitor chats, Q&A, waiting rooms, and sharing of presentations.

6. Choose the Correct Zoom Format for Your Event

If you have scheduled multiple presenters with an audience of over 50 and video interaction with the audience is not a primary objective, consider using the Zoom Webinar format. Assign your presenters as “panelists” with full video and audio capabilities, with your attendees able to interact only through the Q&A function. The “raise hand” function for viewers can be used for attendees to be seen and heard individually as necessary.

In this new virtual world, we can all use as much help as we can get. Please share your experiences with others as to what worked and what didn't in your virtual meetings and let's all keep adapting together.



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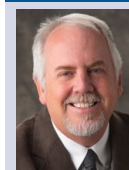
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Tips on Designing Slides for Presentations

Juanita McDowell, one of the content leaders at VSAE's Virtual Annual Conference, courtesy of **Powell Kohne Associates**, shares her favorite tips on designing effective slides for presentations.

- ✓ Use only 16:9 slides and pick a color palette.
- ✓ Use high res images. Free images are available at unsplash.com or you can get an image subscription at freepik.com, for example.
- ✓ Limit the amount of text on each slide and let the image trigger the thoughts that you want to share on the topic.
- ✓ If you have to use bullets, apply the 4x6 Rule:
4 bullets on a slide, 6 words in each bullet; OR
6 bullets on a slide, 4 words in each bullet.
- ✓ If you add an image, remember the "Rule of Thirds" and place the image off center.
- ✓ Lastly, one difference in your slides for virtual vs. in-person presentations would be the size of your fonts. If you are presenting in front of an audience in-person, you want fonts that are big enough to be seen by audience members in the back of the room. Virtually, everyone is staring at their computer or tablet, so the fonts do not need to be as large. I recommend 32–44 pt. maximum for virtual presentation slides.

For more information, visit coursera.org for a free class entitled, *Presentation skills: Designing Presentation Slides*. Udemy.com and LinkedIn Learning are also great for online training.

Juanita McDowell can be reached through juanitamcdowell.com.



ASSOCIATION BOOKSHELF

What are you reading? If you have a book you'd like to recommend to your association colleagues, let us know! Send the title and author, along with a brief description, to **Lorraine Meade** at lorraine@vsae.org and look for them in future newsletters.

Tiny Habits

by BJ Fogg, PhD

BJ Fogg, in this habit changing book, says there are only three things we can do that will create lasting change: have an epiphany, change our environment, or change our habits in tiny ways.

You will feel good as you apply chapter after chapter of interactive solutions to making small changes. The book comes with a removable wrapper warning "This book will change your life!" It will.

Bob Ramsey, CAE

Gilead and Home

by Marilynne Robinson

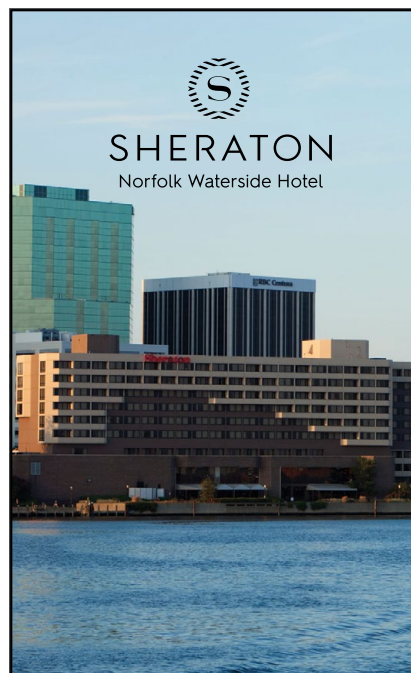
Home is a sequel of sorts, involving the same characters during the same time frame as Robinson's award-winning book, *Gilead*. The books together are a deep, artful, and realistic take on the prodigal son parable, a profound story about extending grace and forgiveness for wrong doings, with hopeful outcomes of healing amid family turmoil. It ain't easy. Lessons provided can apply to all our family, friend, and work relationships.

Paul Howe
P.R. Howe, LLC

Fall CAE Study Group Starts Soon

The **2020 Fall CAE Study Group** begins September 29 and will be held virtually every Tuesday, from 8:30–10:00 a.m., through November 24.

Free to all members, each session focuses on one of the eight domains from the new CAE Exam Content Outline and is facilitated by a VSAE member who has earned the CAE designation. Visit vsae.org/cae-information for more information and to sign up.



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The NEW Association

What was once old is new again. It's amazing the pendulum swings we see in society, business, and life. And associations also regularly feel the effects of those swings.

Over the last decade, associations have had to rethink and reshape themselves to better compete in the age of information accessibility. "Content is king" is no longer a calling card that resonates with associations.

Or does it?

"The New Association"—the association of today's age—now has to deal with unlimited and unfiltered access to content, primarily because of the great abyss that is the internet. And not only that, but because of the organic nature of social media (and the technology that allows for that), associations also have to deal with more touchpoints as it relates to competitive content.

Despite those trends, associations are in a prime position to grow. Why? Well, associations have two incredibly valued assets in today's world: curated content and a highly qualified database. The question is, will associations adapt fast enough to fully leverage those two incredible differentiators?

Fortunately, more and more technologies are coming into place to equip the association executives of today. In fact, below are three

Fortunately, more and more technologies are coming into place to equip the association executives of today.

examples of how associations can leverage technologies to harness the power of their content and equip their members in the ever-growing demands of today's workforce:

Job Specialization

Nowadays, people are looking to specialize more and more. They want (and often need) the skills necessary to excel at a certain task.

Associations are in a unique position to fill that want and meet that need. They have the offerings — the education and training — necessary for job specialization. And as long as association executives can identify what their members' special interests are (which they can with a proper database management tool in place), they can tailor their communications and deliver all that is necessary to help their members thrive.

Continued Education

Continued education is becoming almost a requirement for those in today's workforce. Even if it's not explicitly stated anywhere, professional development is needed to obtain and maintain a competitive edge.

Again, this is where associations are in a solid position to help. They have the libraries of content (from white papers to webinars) needed to help their members learn. And thanks to learning management solutions, they can tailor their content and track activity, such as course completion, to meet those modern demands.

Being able to help members learn, thus opening the door for more career opportunities, is a true value add.

Career Advancement

And speaking of generating more career opportunities, that's another area where associations can help. With tools like job board technology, associations can directly connect their talented and highly-qualified members with employers in need. Rather than members having to scour the internet for relevant job matches, the association can curate that content (or rather, the technology can), saving the member time, and quite possibly, a headache.

Again, a major value add.

The value in job specialization.

The value in continued education.

The value in career advancement.

There's nothing really new about those ideas, rather just new technology to make it all possible.

BOOK A NEW 2021 PROGRAM AND RECEIVE THE FOLLOWING:

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ABOUT THE AUTHOR



Mark Sedgley is the President and CEO of **MemberClicks**, VSAE's AMS (database management tool).

For more information, contact **Callie Walker**, Senior Inbound Marketing Specialist, at callie@memberclicks.com.

PARTNER HIGHLIGHT:

Connected by a covered walkway to the Hampton Roads Convention Center, **Embassy Suites by Hilton Hampton Hotel and Convention Center** is a great place to make the most of your stay. Within easy reach of some of the area's largest corporations and most popular attractions, this all-suite hotel has excellent access to I-64 and is less than 20 miles from Norfolk International Airport and the Newport News/Williamsburg International Airport.

Stay connected and productive thanks to the complimentary BusinessLink™ Business Center, or get some work done from the comfort of your spacious two-room suite. A private bedroom and separate living area, featuring a sofa bed, means you have the flexibility to relax with the whole family.

Start every day in style with a free made-to-order breakfast. In the evening, unwind with a drink and snack at the complimentary Evening Reception.

Keep active by swimming laps in the indoor pool or by utilizing the fitness center.

The adjoining Hampton Road Convention Center features a 363,595 sq. ft. conference and exhibition space, making this the ideal choice as a Hampton conference hotel. Plan your wedding with the assistance of our professional staff and take advantage of our flexible space and wedding services.

Highlights

- Just yards away from Hampton Roads Convention Center and Hampton Coliseum
- Close to Norfolk International Airport and Newport News/Williamsburg International Airport
- 295 two-room suites with private bedrooms and separate living areas
- Indoor swimming pool and modern fitness center
- Free made-to-order breakfast and Evening Reception

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What To Do

With the Hampton Roads Convention Center just steps away, our hotel is the ideal choice for those attending a conference or exhibition. The Hampton Coliseum is also within walking distance, so guests at the hotel can easily attend the concerts and sporting events hosted by the coliseum.

Easy highway access and free parking makes exploring the local area hassle-free and puts Hampton University only minutes away. Head to Peninsula Town Center and treat yourself to a bit of retail therapy or dining. The nearby Virginia Air and Space Center provides a fascinating look back at the history of flight, and the interactive exhibits

make it fun for all ages. Step back in time with a trip to Historical Fort Monroe. This defensive site proved to be of great importance during the Civil War, and today the Casement Museum lets you relive that time in history.

Busch Gardens and Colonial Williamsburg are only a 30-minute drive away from the hotel.

CONTACT:

Jeffrey Fork
1700 Coliseum Drive, Hampton, VA 23666
(757) 213-8518
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Two-Room
Suites

Complimentary
Breakfast

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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 Jeffrey Fork to start planning!

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AROUND THE COMMONWEALTH



After 60 years of service, **Exhibits, Inc.** closed its doors on September 5 due to economic conditions. VSAE will miss them as long-time Partners and we thank them for the many years that they made our Fall Conference look spectacular. They wish to express their gratitude to all of the VSAE members with whom they have been associated over the years.

Congratulations to **Kelli Gaudreau, CAE**, Director of Operations with the **VA Beer Wholesalers Association**, and **Susan Parks, CAE**, Executive Director of the **Coastal & Estuarine Research Federation**, for successfully passing the CAE exam.

Paul Howe, Owner of **P.R. Howe, LLC**, has a new grandson, Coleman Russell Howe, who has his two grandfathers middle names. He was born on August 20 in Kansas City.

The Inn at Virginia Tech and Skelton Conference Center is unveiling four redesigned conference rooms which leverage the same technology developed by Virginia Tech for use in their modern-day classrooms. The 5,000+ square feet of meeting space offers the ideal environment for both socially distanced on-site and hybrid meeting participation, where attendees have the ability to connect virtually from anywhere in the world.

The Stonewall Jackson Hotel & Conference Center has a new name and new brand—**Hotel 24 South**, a destination and conference center located in historic downtown Staunton, Virginia.

HEALTH CARE CORNER



The VSAE Health Plan Consortium is actively providing quotes to interested members. As the fourth quarter approaches these are peak months for group health renewal dates. Don't miss the opportunity to get your quote.

Contact **Monty Dise** at mdise@apgroupinc.com or **Lee Biedrycki** at Lee@benefinder.com. Remember our plan provides competitive pricing, unique coverages, and provides an ability for the employer to retain unused claim dollars.

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