

# Prepare for the Future of Volunteering



Evolutions in demographics, technology, and workplace structures are changing volunteers' expectations. These shifts will challenge association leaders to consider new opportunities for volunteers and volunteer management.

There's good news for organizations that rely on volunteers. According to the ASAE ForesightWorks "Volunteering" action brief, 30% of Americans volunteered in 2018, up from 25% in 2016. And the trend cuts across generations: 36% of Gen Xers volunteer, along with 30% of Boomers, 28% of Millennials, and 25% of the Silent Generation.

But these people might not be looking for traditional committee roles. The ways people work are evolving, and these changes influence volunteers' expectations. Technology tools make collaboration easier and more effective, and project-based work—the foundation of the gig economy—is becoming more common. Potential volunteers know that there are myriad ways to accomplish goals and will expect flexibility in volunteer roles.

The challenge for associations is to adapt to these different expectations and needs. Traditional volunteer structures can be hierarchical and built around working on standing committees

*continued on page 6 >*

## 2021 Virginia Political Outlook & Roundtable



Join VSAE virtually on **Friday, January 8, 2021** at 9:00 a.m. to start the year with the **2021 Virginia Political Outlook & Roundtable**. First will be an insightful review and prediction of the Virginia political landscape by Dr. Robert Holsworth, a local analyst and former VCU professor, of DecideSmart.

Following will be a roundtable, **The Challenges of Lobbying in a COVID-19 World**, with **Dale Bennett** of Virginia Trucking Association and **Chris McDonald** of Virginia Association of Counties, led by **Kyle Shreve** of Virginia Agribusiness Council and leader of the Government Affairs SIG.

Register at [vsae.org/jan21](https://vsae.org/jan21)

### UPCOMING EVENTS

#### WE'RE ALL VIRTUAL!

From now through March 2021, all VSAE events will be virtual. We look forward to being together again in person with VSAE members and Partners in April 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.

#### TUESDAY, DECEMBER 22

SeminarWeb  
**The Curiosity of Change**

#### WEDNESDAY, JANUARY 6

SeminarWeb  
**Ally or Adversary?  
The Three Secrets to  
Cultivating Winning  
Relationships**

#### FRIDAY, JANUARY 8

**2021 Virginia Political  
Outlook and Roundtable: The  
Challenges of Lobbying in a  
COVID-19 World**

#### FRIDAY, FEBRUARY 5

Online Seminar Series  
**Remaining Positive  
in Times of Crisis**

#### FRIDAY, MARCH 5

Online Seminar Series  
**Making Diversity, Equity, and  
Inclusion a Strategic Priority**

**VIEW UPCOMING EVENTS AT  
[VSAE.ORG/CALENDAR](https://vsae.org/calendar)**

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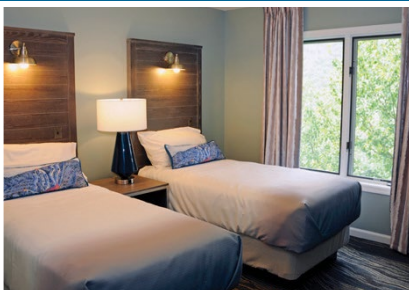
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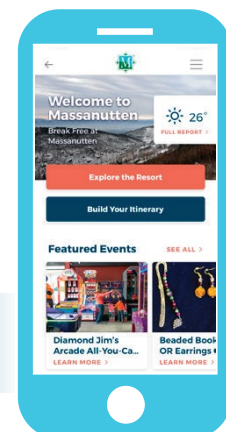


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# Leadership reflections



Terry Monroe, MBA, CAE  
VSAE Executive Director

## The True Meaning of This Season

One of my favorite holiday movies is *It's a Wonderful Life*. No matter how many times I've watched it, I still get teary eyed in the final scene when George opens the copy of *The Adventures of Tom Sawyer* and you see the inscription, "No man is a failure who has friends."

Friends have never been more important than this year as we deal with the stress and strain of the pandemic. One thing that has meant so much in my short time with VSAE has been the outpouring of support and kindness from so many of you. I am blessed to be part of this special community.

In addition to the importance of friends, the other important message of the movie is affirming the value of each person and the impact each of us has on the lives of so many through our deeds and actions. Pope Francis shared a similar sentiment in a recent *New York Times* editorial, "A Crisis Reveals What Is in Our Hearts," when he reminded us that "our lives are a gift and we grow by giving of ourselves, of giving ourselves to service."

Both of these messages focus on the same idea, one of humility, sacrifice, and love for others, of putting our own interests and ambitions aside

for the moment to help others in need, whether it's family, friends, or the greater community. There is no shortage of examples of this among VSAE members. They came together recently to assemble new bikes for disadvantaged youth in the Richmond area which will be distributed in time for Christmas; they've reached out to others who have been furloughed or laid off; and they've stepped up to donate to the Silent Auction, part of which will go to support the Beacon Tree Foundation, which helps children dealing with mental health issues.

Getting involved, giving back, paying it forward, volunteering—no matter what you call it, the desire and commitment to help others and make things better is a powerful and enriching emotion. The need and importance of helping one another is especially critical now with so many struggling.

To our many VSAE volunteers, the board, committee and task force members, SIG leaders, content contributors, mentors, and members and partners helping and supporting each other, thank you for all you do. To those of you thinking about how you can contribute in 2021 and make a difference, please consider volunteering within VSAE. A list of volunteer opportunities can be found at [vsae.org/volunteer](http://vsae.org/volunteer). Also, applications for the 2021-2022 VSAE Board of Directors are being accepted through December 31. More information is available at [vsae.org/board-nominations](http://vsae.org/board-nominations).

May each of you have a safe and enjoyable holiday season. We will all get through this together and come out stronger on the other side. Happy holidays and bring on 2021!

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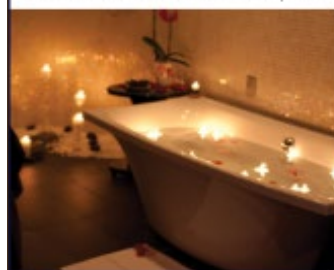
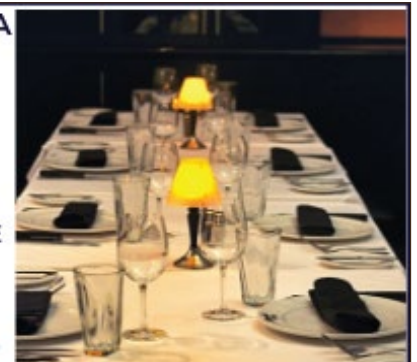
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## Thank You, 2021 Partners!

VSAE Partners are Associate members who are actively engaged and financially committed to supporting VSAE and all its programs and services. It is with their support that VSAE is able to keep membership dues low, programs affordable, and services aligned to the needs of members. These Partners have committed to a level of support for 2021 through advertising, sponsorship, and scholarship.

The 2021 Partners are committed to helping VSAE realize its strategic goals of strengthening your association community and delivering value to members. When looking for industry services for your association, VSAE encourages you to reach out to these Partners first to see how they can deliver more value to your association and its members. See page 3 for a list of the 2020 Partners who supported VSAE through this unexpectedly challenging year. We appreciate their flexibility as Partner benefits were altered for virtual formats.

If you are interested in becoming a Partner, there are still advertising and sponsorship opportunities available to make your mark on the society for Virginia's association professionals. Visit [vsae.org/partner-program](https://vsae.org/partner-program) for more information.

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Richmond Region Tourism  
The Virginian Hotel  
Widespread Risk Advisors/AP Group and BeneFinder

# 10 Strategies for Effectively Dealing with COVID Disruption

To a great extent, we've all been winging it in 2020, making it up as we go along and doing the best we can in both our personal lives and with our associations. The following strategies will not provide all the answers we need to help our associations survive the rest of the pandemic, but their guidance will help prepare us for surviving and thriving as we move forward into an uncertain future.

## 1 Use Teamwork to Develop Solutions.

Everything with the pandemic is unprecedented and no one has the experience to know what to do. We are all, to a great extent, just doing the best we can. This is a perfect time to use the benefits of teamwork. Whenever possible, associations should use workgroups, task forces, and other forms of teams to work out solutions to the challenges before us. Teams will provide well-thought-out solutions that have a greater chance of success, and the team members will emotionally benefit from the interaction with others.

## 2 Make Information Relevant to Your Members.

There is an overwhelming amount of information out there about the pandemic, but much of it is unrelated or irrelevant to your members. Most associations are discovering that their members are drowning in a sea of restrictions, regulations, and ever-changing rules. This is the perfect time for an association to step up and clarify the issues relevant to members, without all the clutter that is unrelated to the members' businesses. Dedicating resources to becoming the prime source of information to your members will serve them well. In turn, the association will create a positive, long-term impression on your members that will bind them to you for years.

## 3 Consider Getting Rid of the Sacred Cows.

We all have them...those programs that have been around for years and have outlived their usefulness but are still fondly embraced by members. Pre-pandemic, any mention of eliminating these



**"During this pandemic, members will not remember what we did for them as much as how we made them feel."**

sacred cows would be resisted by members on an emotional level. However, the pandemic has caused all of us to re-think our priorities and question how we spend our time. This is a perfect time for associations to question every program and eliminate the ones that are not the most beneficial.

## 4 Push Change Forward.

For years, association experts have been pushing for us to use newer technologies to serve and interact with members. Pre-pandemic, many associations resisted moving to new tools such as video conferences. Now, of course, almost all associations have embraced video conferences and we are not going to stop using them once the pandemic has subsided. Now is also the perfect time to implement other technologies that help communications with members or aid members (or staff) in interacting with each other. We have thought about making these changes before, but now is the time to push them forward.

## 5 Find Your Fauci.

Dr. Anthony Fauci has become the face of the pandemic in the United States. He may be the MVP of 2020 as he has become the voice of reason and sanity for many. Who are the Dr. Faucis in your members' industry? Maybe it is a businessperson who can be the

voice of reason to your members. Maybe it is your lobbyist who can cut through all the political jargon to help your members deal with the ever-changing rules, regulations, and restrictions. Each association would be well-served to identify their versions of a Dr. Fauci to be the calming, rational, and informative experts members need.

## 6 Focus on How Your Members Feel.

During this pandemic, members will not remember what we did for them as much as how we made them feel. This is a time when stress, anxiety, and emotions are hitting members hard. It is important, now more than ever before, to make sure the members know you care about them. They need to know they are not in this alone and that their association and their fellow members feel their pain, share their burden, and have their back. Associations that find ways to show members they care about their safety, well-being, and business will build a lasting bond of loyalty with members.

## 7 Trust Your Staff.

Many associations have all or most of their staff working from home during the pandemic.

*continued on page 6 >*



## VOLUNTEERING, continued from page 1 >

or boards that require an ongoing, sometimes lengthy, time commitment. New volunteering formats offer solutions.

For example, micro-volunteering, which focuses on tasks that can be completed in a shorter time frame, enables associations to create different kinds of opportunities that engage more members. Micro-volunteering allows volunteer functions to be broken down and distributed across a group of people who will each perform specific elements of them. Many volunteers are already doing this type of volunteering, often virtually.

Emerging technologies can help associations meet volunteers where they are. Professional reputation systems can be used for volunteer validation, recognition, and reward. Platforms that use automation to match volunteers

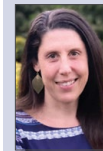
with opportunities can provide a more streamlined experience. As new systems take on administrative tasks that staff previously managed, employees will be better positioned to facilitate new types of volunteering and engage in volunteer management activities that require thinking and human interaction.

Although associations typically engage members actively working in the profession, retired volunteers could play a bigger role in the coming years. The number of Americans over 65 is expected to double by 2050, rising from 13% of the population in 2010 to 22%. As more Baby Boomers retire, they will be able to devote more time to volunteering, but many charitable and philanthropic organizations will offer engaging opportunities, as well as the associations with which retirees were

once affiliated. Mentoring might be a valuable volunteer role for the more experienced—or even retired—members of a professional community.

To continue to reap the essential benefits of volunteer involvement, associations will need to change the way they structure and manage volunteer opportunities. Planning now for the future will help associations create more effective volunteer management practices.

### ABOUT THE AUTHOR



**Emily Rabbitt, CAE**, is a former manager of research content and knowledge resources for the ASAE Foundation.

## DISRUPTION, continued from page 5 >

Before the pandemic, only a few association staff could work from home. The cultural norm in the American workforce was that most employees could not be trusted to work from home. That part of our culture has changed, probably forever, as associations and businesses have discovered that productivity has risen dramatically with employees working from home. The most successful associations have also demonstrated a higher level of employee trust by giving them more authority to make decisions. Decisions that used to need supervisor approval are now being made by the staff member directly working on a project. This has further led to a more productive workforce.

**8 Invest in the Home Office.** Even after the pandemic, many employees are going to expect to work from home, at least for a few days each week. One of the downsides to employees working at home is that their work areas are not always ideal. Slow internet connections, old computers, lack of virus protection, and poor ergonomics have led to frustration and long-term health issues. Investing in better internet, a standup desk, and a better chair can help employees be more happy, healthy, and productive.

**9 Create More and Smaller Groups.** Many associations have moved their annual conference to a virtual format. This has been a good alternative way for members to get the education credits they

need, but it has been less effective at giving members a way to network and socialize. To fill that gap, many associations are creating smaller online groups that allow a more intimate environment for members to interact. Special interest groups, virtual coffee breaks or cocktail hours, and online book clubs are just some ways associations have created more small group opportunities for members.

**10 Seize on Crisis Opportunities.** While we have all been doing our best to survive during the pandemic, associations are well suited to identify and seize opportunities caused by this crisis. Maybe there is an opportunity to create a new service or product that helps members, develop a new way to connect members, or create an information source that members need. The associations that look past the immediacy of the crisis and find the opportunities will be the ones that thrive as we emerge into whatever normal eventually looks like.

### ABOUT THE AUTHOR



**David Phillips, CAE** is the founder of Phillips Leadership and Consulting and is a past president of VSAE. He can be reached through [www.davidphillips.com](http://www.davidphillips.com).

## Call for New Member Mentors!

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Share the knowledge, resources and experience you've gained as a VSAE member with our newest members by volunteering to be a mentor in 2021! This is a great opportunity to shape the next generation of VSAE members, support their professional development, and expand your professional connections. We're seeking both Executive and Associate member volunteers.

To sign up, email **Terry Monroe**, Executive Director, at [terry@vsae.org](mailto:terry@vsae.org).

# LET'S RECAP!

## CEO & Senior Staff Retreat

On November 18-19, VSAE hosted its annual CEO & Senior Staff Retreat virtually. The two-day retreat was facilitated by the tandem of Seth Kahan, Founder of Visionary Leadership, and John Sarvay, Founder of Floricane. Thirty-five people attended the event, including several brand new VSAE members and even a few non-members!

The retreat proved to be an engaging and thought-provoking combination of small group discussions, interactive exercises, and candid conversations about the challenges and subsequent opportunities associations face heading into the new year.

Topics discussed included identifying and honing your association's "North Star," embracing and finding the silver lining in disruptions, and utilizing strategic frameworks and foresight to become more proactive rather than reactive.

**"It was my first meeting with VSAE and what a great group and organization! I came for CAEs, but I am STAYING!"**

*Jon Lindberg, MBA, CAE  
CEO, American Congress of  
Rehabilitation Medicine*

Kingsmill Resort, originally scheduled to host the in-person event, was still able to provide attendees with a "taste" of the property as John Sexton, VP of Food & Beverage for Kingsmill, hosted an interactive virtual happy hour complete with holiday wine pairing suggestions, recipes, and even a specialized "Thankstini" cocktail demonstration.

Overall, the event was a resounding success, and VSAE thanks the sponsors, content leaders, attendees, and staff who made it all possible.

## Strategic Planning Meeting



On November 2, the VSAE Board of Directors met to review the 2020-2022 Strategic Plan in response to the unprecedented events of 2020. The event was facilitated by Dave Phillips, CAE, founder of Phillips Leadership and Consulting and a past president of VSAE.

The current strategic plan was adopted in September 2019 and focuses on three strategic areas: engaging members, developing leaders, and serving the association community. The board affirmed these three strategic areas while also addressing how to build upon them.

Among the topics discussed:

- expanding participation and engagement among non-CEO professionals and industry partners in all regions
- providing more opportunities for deeper connections among members
- mentoring and developing VSAE's leadership pipeline
- encouraging dialogue and sharing best practices on diversity and inclusion
- continuing to offer both in-person and virtual learning opportunities

The revised Strategic Plan is under review by the board and is expected to be approved in January.

## Congratulations 2020 Graduates!

### ASSOCIATION LEADERSHIP VIRGINIA

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Hilb Group

**Lisette Carbajal**

**Natasha Chernault**

American Council of Engineering  
Companies of Virginia

**Alison Cockrell**

Custom Management Group

**Cathy Crossfield, CAE**

Organization Management Group

**Jennifer Gray**

Associated General Contractors of Virginia

**Missy Gupton**

Associated General Contractors of Virginia

**Ashley Hutson**

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Association

**Talley King**

VA Society of CPAs

**Sarah Mattes Marshall**

VA College of Emergency Physicians

**Christine McCormick**

VA Association of Health Plans

**Elizabeth Nelson, CAE**

National Alliance of State Pharmacy  
Associations

**Whitney Perkins**

VA Farm Bureau Federation

**Rachel Reim**

Associated General Contractors of Virginia

**Brandon Robinson, CAE**

Associated General Contractors of Virginia

**Michelle Runge**

American Inns of Court

**Jeff Schmid**

United Network for Organ Sharing (UNOS)

**Linda Worthington**

Worthington Association Management

Interested in being part of the next ALV class? Contact **Terry Monroe**, Executive Director, at [tmonroe@vsa.org](mailto:tmonroe@vsa.org) or (804) 249-2234.

# Empowering Through Servant Leadership

I have a confession to make – I don't read very many books or journals about leadership. My reading tends to be more focused on fiction, and my leadership is more often guided by gut instinct. But I did recently share a *Harvard Business Review* article on LinkedIn that I thought summed up much of what my gut usually tells me to do as a leader. Many of my connections on the platform were inspired by the article, and it spurred an invitation to write this column for VSAE about servant leadership.

Being a servant leader requires a combination of humility and confidence. Asking for help, especially from the very people we are charged to lead, can make us feel vulnerable. It takes courage and strength to do it, and especially to do it authentically. The perspective you gain from truly listening to and empowering your team members, though, is incredibly valuable. It builds trust and mutual respect that I believe brings out the best in people and enables high performing teams.

I came to the association world through a background in health system administration. My first job in health care was as a nursing station clerk on various inpatient hospital units. From these busy hubs, I gained great insight into the operations and culture of each of the units where I worked, all while in an entry-level

**“...servant leaders have the insight to benefit from the expertise of others who have less power than them.”**

position. Years later in my first leadership role out of graduate school, I spent weeks rotating through the clinics I was responsible for - not to meet with the site managers, but to sit at their front desks. I pulled up a chair, listened, and watched. I answered the phones and offered to jump in when the staff seemed over-extended. At first it made them nervous, wondering why the new boss was hovering, but as they saw me step in and not act “above it,” I gained more trust than I ever could have by taking a more top-down approach. When I started to ask questions, they were comfortable giving me honest answers because I had worked to gain their confidence.

By continuing to ask questions as my career has progressed, I have learned infinitely more from the people I have been privileged to lead than from any book or scholarly article. When they make a mistake, I ask how I can help and be a part of the solution. When they join my team (and regularly thereafter) I ask them what they want their next role to be—either inside

or outside the organization. This helps me understand how to lead them and expose them to opportunities that will help them to achieve their goals. Even if they end up leaving, that investment in their growth makes for a much more rewarding experience for both of us during the time that we are on the same team.

We all know that serving members is at the core of association leadership. Applying this same spirit to internal teams only increases member value, since it inspires people to bring their best selves to work every day. It takes courage to allow members to watch your team shine, while you are sometimes behind the scenes silently supporting them. This also requires a shift in typical power dynamics. The article I shared on LinkedIn added a new layer to this leadership approach that I had not explicitly considered before. It suggested that servant leaders have the insight to “benefit from the expertise of others who have less power than them.” I think this only highlights how vulnerable servant leaders need to be, and why it takes courage to lead this way.

If you are interested in discussing the original *Harvard Business Review* article that inspired this column, I'd love to share it with you. Connect with me on LinkedIn, and we'll chat!



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## ABOUT THE AUTHOR



Tracey van Marcke is a VSAE Board Member.

She can be reached at [tvanmar@gmail.com](mailto:tvanmar@gmail.com).



## 2020 In Review

**427**

Members

**276**

Association  
Professionals

**151**

Associates

**63**

CAEs

**20**

CMPs

**52**

CAE Hours Offered

**19**

Seminar Events

**29**

SIG Meetings

**951**

Event  
Registrations

**41**

Partners

**17**

Study Group  
Participants

## VSAE Supports Richmond Area Bicycle Association

On Saturday, December 5, the Richmond Area Bicycle Association Foundation distributed 350 brand new bikes with helmets to area Christmas Mothers. Volunteers delivered the bikes and helmets to the City of Richmond Christmas Mother and surrounding counties.

This distribution effort was the culmination of a yearlong campaign. **Andrew Mann**, RABA Foundation President, raised over \$6,000 in October during the VSAE Virtual Fall Conference. Special thanks to **Rick Eisenman** for \$1,500 in matching funds and to **Monty Dize** from Asset Protection Group for matching Rick's donation!



*Wilmer Stoneman, CAE, Rick Eisenman, and Leslie Davis Blackwell of the Better Business Bureau Serving Central Virginia joined ten other volunteers last month to help build bikes.*

On Tuesday, November 17, 2020 volunteers from VSAE joined staff from Ruggles Service Corporation to put together 28 small bikes. This event took place outside on a sunny windy afternoon, in the parking lot of Ruggles during the pandemic. **Rick Eisenman** and **Terry Monroe** from VSAE staff took part in this project. **Wilmer Stoneman, CAE**, Virginia Farm Bureau, provided great insight on assemble. He then came back the following Thursday to help transfer all the bikes to the final distribution center at Toolbank RVA. **Rachel Foutz**, Better Business Bureau Serving Central Virginia, volunteered along with a crew from her work. **Kathleen Lyons** from Embassy Suites by Hilton Richmond volunteered. Special thanks to **Katharine Garner**, VA Association of Community Banks, who lead the volunteer efforts.

Thanks to all of the VSAE volunteers & Ruggles associates who helped make this possible.

Special thanks to Linné Dilorio and her troop of Girl Scouts who made all of the angels that were attached to the bikes.

Three hundred and fifty kids are going to wake up Christmas morning to a new bike with a helmet sitting next to the Christmas tree!

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## 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](mailto:lorraine@vsae.org) and look for them in future newsletters.

### *The Captain Class: A New Theory of Leadership*

By Sam Walker

This book highlights the captains of the 17 most dominant teams in sports history, all of whom had singular leadership skills and often unconventional personalities. It includes the likes of Yogi Berra, Bill Russell, and Carla Overbeck. Chapters expounding on seven core qualities have names such as "They Just Keep Coming," "Carrying Water," and "Boxing Ears and Wiping Noses." A different picture of leadership instead of the predictable, mamby-pamby approach typically found in association and business books. You don't have to be a sports junkie to like and learn from this read.

Paul Howe, CAE, CF  
P. R. Howe, LLC

## HEALTH CARE CORNER



The VSAE Health Plan Consortium is actively providing quotes to interested members. As 2020 comes to a close, be sure to think of the VSAE plan for your group health renewals in 2021. Don't miss the opportunity to get your quote. Contact **Monty Dise** at [mdise@apgroupinc.com](mailto:mdise@apgroupinc.com) or **Lee Biedrycki** at [lee@benfefinder.com](mailto:lee@benfefinder.com). Our plan provides competitive pricing, unique coverages, and an ability for the employer to retain unused claim dollars.

Monty Dise | (804) 423-7700 | [mdise@apgroupinc.com](mailto:mdise@apgroupinc.com)

## BOARD SERVICE NOMINATIONS

The VSAE Nominating Committee is now accepting applications for the 2021-2022 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 served on a committee or task force), you are encouraged to apply.

Nominations must be received by **December 31**. Visit [vsae.org/board-nominations](http://vsae.org/board-nominations) for more information and to download an application.

If you have any questions, contact **Terry Monroe**, Executive Director, at [terry@vsae.org](mailto:terry@vsae.org) or (804) 249-2234.

## INVEST IN YOUR FUTURE



The Spring CAE Study Group begins Tuesday, February 23 and runs for 9 weeks, ending in time for the exam in May. This is a group facilitated by current CAEs. Candidates who fully participated in a VSAE Study Group have had excellent pass rates. The study group is free for VSAE members, but registration is required.

For more information and to register, visit [vsae.org/cae-information](http://vsae.org/cae-information). If you have any questions, please contact **Terry Monroe**, Executive Director, at [terry@vsae.org](mailto:terry@vsae.org) or (804) 249-2234.



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**Contact Jeffrey Fork to start planning!**

1700 Coliseum Drive, Hampton, VA 23666  
(757) 213-8518 | [Jeffrey.Fork@AtriumHospitality.com](mailto:Jeffrey.Fork@AtriumHospitality.com)





## PARTNER HIGHLIGHT:

**Hilton Norfolk The Main** is Norfolk's newest upscale hotel, dining, and meeting destination. The hotel features **THE EXCHANGE**, a world class, IACC-certified conference center located in the heart of the Mid-Atlantic, as well as three chic eateries.

Located in downtown Norfolk at the corner of Granby and Main Streets, The Main is within walking distance to many of Norfolk's cultural attractions, trendy shopping and dining, and the Elizabeth River. The Main is also easily accessible from Norfolk International Airport (ORF), only nine miles away.

### DEMANDING STANDARDS FOR THE MOST DISCERNING

The Main features 300 exquisite guestrooms, including 11 suites, with panoramic views of the Elizabeth River. The eclectic décor and \$1 million art collection create a hotel environment unlike any other in Virginia. The Main transcends standards and delivers an unparalleled guest experience.

Amenities allow guests to conduct productive meetings with a tiered meeting room, an innovative collaboration room, and two board rooms.

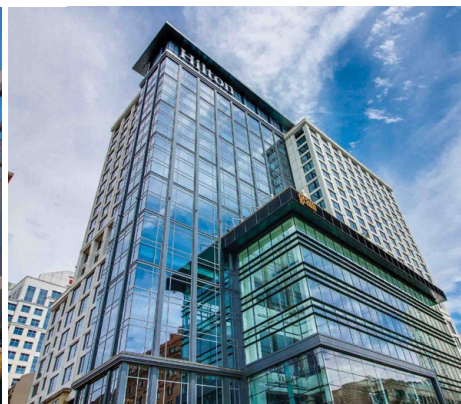
### THE EXCHANGE: AN INTERSECTION OF INNOVATIVE SPACE & IDEAS

The Main features 60,000 square feet of flexible meeting space with two ballrooms, including the largest hotel ballroom in Virginia with an 18,500 square-foot Grand Ballroom, plus an abundance of pre-function space.

**THE EXCHANGE** is a technologically advanced, state-of-the-art conference center with dedicated professional staff and classrooms that intentionally open up to "think tanks" where ideas and dialogue can be exchanged.

For meetings ranging from 10 to 2,000 attendees, The Main will offer the perfect space for productive and enhanced meetings in upscale surroundings, with thoughtful details such as built-in registration desks and continuous break stations.

## Hilton Norfolk The Main



### TAKE IN THE VIEWS & DELECTABLE CUISINE

Offering three diverse, top-rated restaurants—Saltine, Varia and Grai—The Main is a central meeting point for office lunches, savory dining, after-hour drinks, special events, and everything in between.

#### SALTINE

This street-level restaurant and bar is an urban seafood bistro and the number-one restaurant in Norfolk on TripAdvisor. To add to the distinctive downtown appeal, craft cocktails from the restaurant's apothecary bar are a signature specialty. An extensive raw bar showcases the region's finest oysters, clams, and shrimp, along with favorites like stone crabs and soft shells.

Saltine's Chef's Loft sits above the bustling raw bar with views of the floor-to-ceiling wine collection for a perfectly intimate private dining experience.

#### VARIA

Varia offers artisanal Italian fare that allures guests into a sophisticated, relaxing space with

an eclectic, modern design. Before your evening festivities at Varia, drop by the adjoining Wolf Lounge for a glass of wine from the 24-bottle Cruvinet.

For a private dining experience in Varia, venture beyond the hidden doors of the large millwork library that lead into an ultra-private dining room for exclusive events.

#### GRAIN

Grain, Norfolk's only rooftop beer garden, is the perfect place to relax with a craft beer and enjoy the downtown nightlife. Grain offers an oversized fire pit, live entertainment, and spectacular views of the Elizabeth River.

## CONTACT:

**Michelle Catalla, CMP**, Senior Sales Manager  
Hilton Norfolk The Main  
100 East Main Street, Norfolk VA 23510  
(757) 763-6200 ext. 5773  
[Michelle.Catalla@themainnorfolk.com](mailto:Michelle.Catalla@themainnorfolk.com)

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## WELCOME NEW MEMBERS

### EXECUTIVES

**Rebecca Arnold**  
*Independent Insurance  
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**Christina Ekhoft**  
*Beyond Bounds, LLC*  
Powhatan, VA

**Townley Goldsmith-Ray**  
*Richmond Society for Human  
Resource Management*  
Richmond, VA

**Josh Humphries**  
*VA Association of Health Plans*  
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**John Lindberg, MBA, CAE**  
*American Congress of  
Rehabilitation Medicine*  
Reston, VA

**Helen Mosher**  
*National Active and Retired Federal  
Employees Association*  
Alexandria, VA

### ASSOCIATES

**Monal Patel Thiele**  
*The Cavalier Virginia Beach,  
Autograph Collection*  
Virginia Beach, VA

**Tina Swan**  
*Spirit of Norfolk by Hornblower*  
Norfolk, VA

## AROUND THE COMMONWEALTH



**Denise Creasman** now represents both **Renaissance Portsmouth-Norfolk Waterfront Hotel** and **DoubleTree by Hilton Williamsburg**, which has completed a multi-million renovation of their public and ballroom space. **Renaissance Portsmouth-Norfolk Waterfront Hotel** is undergoing a renovation of its sleeping rooms, scheduled to be completed by March 2021.

**Rick Eisenman** is a grandfather! Eleanor "Ellie" Marguerite Eisenman was born on November 4, weighing 7 lb. 13 oz. Ellie's name honors Rick's late mother.

**Tracie Grady** is now a Branch Office Administrator at Edward Jones located in Manakin-Sabot.

**Katie Newland**, Executive Director of **ACG National Capital**, will be retiring on January 8, 2021. She has held that position for 20 years.

Congratulations to the following members who have been honored with the **2020 Smart Meetings' Platinum Choice Award**.

- The Broadmoor
- Kiawah Island Golf Resort
- Virginia Beach Convention & Visitors Bureau

Congratulations to the following members who have been honored with the **Convention South's Readers Choice Award for Excellence, Creativity and Professionalism**. Over 8,000 industry peers voted on this prestigious award.

- Arlington Convention & Visitors Service
- Colonial Williamsburg Resorts
- Greater Richmond Convention Center
- The Greenbrier
- Hampton Convention & Visitor Bureau
- Hotel Madison & Shenandoah Valley Conference Center
- The Inn at Virginia Tech and Skelton Conference Center
- The Jefferson Hotel
- Massanutten Resort
- The Omni Homestead Resort
- Richmond Region Tourism
- Sheraton Norfolk Waterside Hotel
- Visit Fairfax
- VisitNorfolk



*Wishing you  
and yours a  
safe and happy  
holiday season.*



### 2020-2021 OFFICERS

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**Maureen Dingus, CAE**  
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**Terry Monroe, MBA, CAE**  
*Executive Director*

**Zach Eisenman**  
*Deputy Executive Director*

### DIRECTORS

**Corey Clayborne, FAIA, NOMA, MBA**

**Sarah Gouger**

**Amy Hewett, CAE**

**Richard Johnstone, Jr.**

**Carter Lyons, CAE**

**Shannon McCabe, CAE**

**Katie Newland**

**Lisa Noon, CAE, RCE**

**Tracey van Marcke**

**Jordan Vallergera, CMP**

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PHONE: (804) 747-4971

FAX: (804) 747-5022

info@vsae.org

vsae.org

**Terry Monroe, MBA, CAE**  
*Editor*

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

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

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