

## Learn to Become an Authentic Leader

Join VSAE on Friday, March 6, at the **Hilton Richmond Downtown** where VSAE member **Christopher R. Jones** will lead us in an exploration of the attributes of an authentic leader in his seminar, **"The 7 Disciplines of Authentic Leaders for Association Leaders."**



Christopher will include rich examples from real-life stories of leaders with whom he has worked and panel interviews with executives who strive for authentic leadership within their associations. You'll leave ready to immediately implement simple actions from each of the seven disciplines. In addition to consulting leadership teams across multiple industries for the past 30 years, Christopher hosts a weekly podcast in which he interviews leaders of all types. In his luncheon presentation, **"Lessons Learned from The Authentic Leader Show Podcast,"** he'll share some of his guests' most powerful insights and breakthrough moments, as well as the rituals, mindsets, and daily actions they take to succeed.

Register at [vsae.org/seminar-series](https://vsae.org/seminar-series).

## DIGITAL EVOLUTION AND LEARNING: MAKE IT PERSONAL

We have all had the experience where we have Googled a product only to be hounded by targeted ads for weeks and months to come. This type of product pushing can give targeted communication a bad rap as it can feel intrusive and even creepy. But when done right, personalizing content can be extremely helpful and value-adding, especially as an association professional marketing to your members.

MEMBER INTEREST IN PERSONALIZATION	
Recommendations on continuing education related to interests/needs	76%
Information about specific programs related to interests/needs	72%
Information about products or services related to interests/needs/past purchasing habits	64%
Relevant job postings	62%
Recommended reading	61%
Personalized thank you email after a course or event	58%
Public recognition of accomplishments	58%
Recognition of work anniversary	55%
Recommendations on other members to meet	54%

According to Community Brands 2019 Digital Evolution study, 79% of association members say it is very or somewhat important that their organization provide targeted, valuable content. However, when we asked organizations if they are delivering on this need, only 18% said they are personalizing the content members see. There is a huge opportunity for associations to deliver more value by serving up meaningful content to their members.

So what type of content are members interested in receiving? Luckily for continuing education professionals, as shown in the table to the left, recommendations on continuing education related

*continued on page 6*

### DON'T MISS IT!

#### SEMINAR SERIES WITH LUNCH

Friday, March 6  
Hilton Richmond Downtown

Speaker:  
**Christopher R. Jones**  
*Authentic Business Services, LLC*

8:00 a.m. Registration  
8:30–11:00 a.m. Seminar

**The 7 Disciplines of Authentic Leaders for Association Leaders**

11:00–11:45 a.m. Reception

11:45 a.m.–1:15 p.m. Luncheon

**Lessons Learned from the Authentic Leader Show Podcast**

Register at  
[vsae.org/seminar-series](https://vsae.org/seminar-series).

### UPCOMING EVENTS

#### SEMINAR SERIES WITH BREAKFAST

April 2  
Delta Hotels by Marriott  
Richmond Downtown

#### 2020 ANNUAL CONFERENCE

May 3–5  
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Colonial Williamsburg Lodge

Check out all events at  
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AP Group and BeneFinder

## Leadership reflections



Sonnia Montemayor, CAE  
VSAE Executive Director

Last week, I had a call with the Conference Task Force to discuss ways to create more interaction with new members and first-time attendees at the upcoming VSAE Annual Conference. It should come as no surprise that someone mentioned Patty Yeager as the best example of how to make someone feel welcomed. And I couldn't agree more.

Sadly, Patty passed away last month after a courageous battle with cancer. Many of us knew her as she was a long-time VSAE member. Though I didn't know her well, I do vividly remember how she made me feel after meeting her for the first time when I was brand new to VSAE. She spoke to me with such kindness and warmth. It was as if we had known each other for a thousand years. She truly never met a stranger. I think back on that interaction and realize it is now my turn to show the same kindness to all the new people that I meet. The most important thing that Patty taught me is that you can develop an unexpected friendship with the stranger standing beside you at a VSAE event. It is something I'll be working on over the coming weeks and months. Hopefully with practice, it will become a habit. I challenge all of us to live life as Patty did, open and accepting to all.



*The archery pre-conference activity at VSAE's 2019 Annual Conference. From left is Sherri Halloran, me, Jackie English, Tracie Grady, Patty Yeager, and Chris Nord.*

We have new members joining our ranks weekly and prospective members attending every event. Take the first step and start a conversation with someone you've never met before. Invite a new person to sit with you at your table. Encourage someone at your organization to attend VSAE events and introduce them to colleagues who have helped you along your VSAE journey. Support them in getting involved with a committee. Talk to them about their long-term career goals, joining the ALV leadership program, or pursuing their CAE. Maybe there is a future VSAE Board member at your organization right now. It is our responsibility to create opportunities for the next generation of VSAE leaders to establish their own network of career support and life-long friends. VSAE should be a community that is open and welcoming to all.

While we won't be seeing Patty at future events, her spirit lives on in all of us every time we turn a stranger into a friend.



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**Contact Erin Eissens to start planning!**

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## 2020 Call for Volunteers

Be involved and help shape our future by being a volunteer with VSAE. Volunteering is an excellent way to give back to your association community. VSAE's committees are instrumental in a variety of activities. They help plan the educational content for meetings, recruit new members, and promote events like the Annual Conference and the Fall Conference. Volunteering is also a great way to network, meet other members with similar interests, and build your resume to become a leader of the organization.

In mid-February, VSAE will send out its 2020 Call for Volunteers email invitation. The email will include a link to a form. If you want to volunteer to serve on a committee, to be a New Member Mentor, or to be a Content Leader, respond to that message by completing the

form. The Call for Volunteers closes on Friday, March 13, and members will be notified of any appointments by mid-April.

VSAE depends on volunteers to help guide the association throughout the year. Serve your association community by volunteering today.

The following committees will be seeking volunteers to begin May 1.

### ■ CAE

Promotes the Certified Association Executive (CAE) credential and plans study groups (CAE members only).

### ■ Community Service

Organizes community service activities and fundraising activities to support charities suggested by the membership.

### ■ Conference Task Force

Promotes attendance and develops ways to enhance conference experiences.

### ■ Education

Selects educational content for VSAE events including speakers at Annual Conference, Fall Conference, and the Seminar Series.

### ■ Government Affairs Task Force

Monitors state legislative, executive, and regulatory actions that impact association management (Executive members only).

### ■ Membership

Promotes membership and assists with member retention. Welcomes new members.

### ■ Silent Auction Task Force

Promotes Silent Auction primarily through soliciting donations.

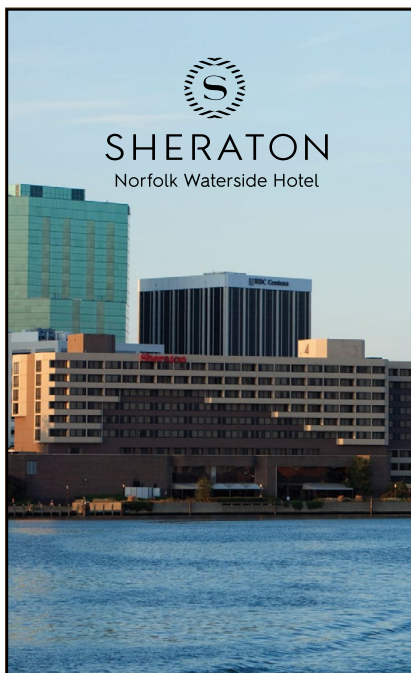
There are also other ways to volunteer:

### ■ New Member Mentor

Developed by the VSAE Membership Committee, this program facilitates the integration of new VSAE members into your association community. Mentors reach out to new members, provide a network link, and help them navigate VSAE.

### ■ Content Leader

Share your expertise or experiences in association management with members by presenting at a VSAE event or writing for the *Association Press* newsletter. For more information on speaking at a VSAE event, visit [vsaes.org/opportunities-for-content-leaders](https://vsaes.org/opportunities-for-content-leaders).



  
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**Questions?**  
Contact  
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at  
**(804) 249-2234**  
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The Tides Inn  
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Newport News Tourism  
Visit Fairfax

## MEMBER SPOTLIGHT

*Jerry Layne, CAE*

Senior Director of Operations  
Industrial Designers Society of America

### What are you working on that's new and different?

I just completed an 18-month office relocation project. In addition to the standard elements of an office move (finding a broker, new office, moving company, negotiating a lease, construction, purchasing furniture), we downsized which required tons of purging. Additionally, the move coincided with IT initiatives that included deploying laptops for the entire staff and migrating our physical servers to the cloud.

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

Variety. There's always something different to do which prevents boredom and complacency.

### What is your greatest challenge at work?

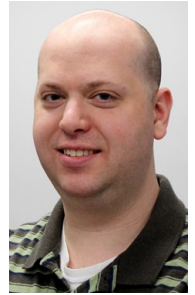
As an organization, it's focus. There are so many great ideas, and member segments to serve. We can't be all things to all people, and often times it's hard to pick a few things and do them well.

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

I've had several earlier in my career, but the most recent and most responsible for my success in association management was my former Executive Director, Daniel Martinage, who retired in 2017. As a CAE, and 30+ year veteran of association management, he was able to share a lot of knowledge. He also provided me an opportunity to grow in my role and gain exposure to new and different facets of our organization.

### What's on your music playlist?

Anything that includes music from groups like the Beatles, Eagles, Creedence Clearwater Revival, Rolling Stones, Billy Joel, and Aerosmith. My playlist is also filled with 80s tunes.



### What are you most proud of?

I'm most proud of earning my Masters degree, which I completed while working full time, and passing the CAE exam.

### What drew you to the association industry?

Luck! I was a General Manager for AMC Movie Theatres and needed better quality of life. I was fortunate enough to find a position that combined my passions and skills in a role that focused on Human Resources and Office Services. My association management career grew from there.

### What three words best describe you?

Reliable, trustworthy, measured.

### If you could meet any historical figure, who would you choose and why?

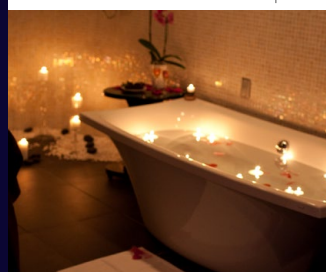
A few years ago I, like many others, got swept up in the Broadway play *Hamilton*. It would be great to meet Alexander Hamilton, though I might be disappointed that it's not Lin Manuel Miranda.

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# The Votes Are In: The 2020 Virginia Political Outlook Luncheon Was A Success!



On Friday, January 3, VSAE hosted the 2020 edition of its annual **Virginia Political Outlook** luncheon at the **Omni Richmond Hotel**. Always a great opportunity to reconnect with friends and colleagues following the busy holiday season, the event was once again highlighted by a presentation from Dr. Bob Holsworth of DecideSmart—this year marked his 22nd year participating in the event. A leading voice on Virginia and national politics, prior to joining DecideSmart Dr. Holsworth was the Founding Director of the Center for Public Policy and the L. Douglas Wilder School of Government and Public Affairs at Virginia Commonwealth University.



Dr. Holsworth's presentation included a recap of the 2019 state elections, an overview of the current political landscape in the Commonwealth, as well as a forecast for the 2020 General Assembly session. Prior to Dr. Holsworth's lunch presentation, VSAE hosted two additional sessions. The first, "How to Get the Most Out of Your VSAE Membership," was a panel discussion aimed at new and prospective VSAE members that highlighted the benefits, programs, and opportunities provided by membership in VSAE. The second session, "Stumps & Stars", was a legislative meeting led by VSAE Board President D. Walton where Executive members gathered to share legislative priorities and identify ways in which VSAE members could support each other in those endeavors.



It was also the first meeting of the Association Leadership Virginia (ALV) Class of 2020 (pictured, left). After the overwhelming success of the first ALV class in 2018-2019, participation has now doubled and enthusiasm runs high as Tom and Melissa Laughon from Catch Your Limit Consulting guide another group of committed association professionals towards their full leadership potential.

With over 130 members and guests in attendance, the January luncheon was a successful kickoff to the new year for VSAE.

> Digital Evolution, from page 1

to interests and needs top the list compiled from the Community Brands Study.

When drilling down into career stage preferences, those early in their careers are more open to a range of targeted outreach. This could be due to the fact that younger members are more frequently exposed to personalized content in their day to day lives with the technologies they interact with on a daily basis (i.e. Amazon, Netflix).

CAREER STAGE BREAKDOWN OF PERSONALIZATION INTEREST	EARLY CAREER	MID-CAREER	LATE CAREER
Recommendations on continuing education related to interests/needs	80%	78%	73%
Information about specific programs related to interests/needs	73%	72%	73%
Information about products or services related to interests/needs/past purchasing habits	72%	67%	56%
Relevant job postings	69%	64%	53%
Recommended reading	69%	61%	57%
Personalized thank you email after a course or event	67%	56%	49%
Public recognition of accomplishments	67%	55%	52%
Recognition of work anniversary	65%	56%	48%
Recommendations on other members to meet	66%	55%	44%

To get on the path to personalization you have to start with collecting data on your members and segmenting them for targeted messaging. Ask them:

- ✓ Topics of interest
- ✓ Preferred learning medium (webinar, in-person, on-demand)
- ✓ Communication preferences
- ✓ Unique education requirements
- ✓ Career goals

By understanding your member's preferences you can curate your messaging to better meet their needs and deliver greater value. With so much competition for learners' attention and dollars, being able to break through with your messaging is key to becoming a go-to source for education.

## ABOUT THE AUTHOR

**Jessica Metzler** is the Director of Client Success for Community Brands. Reprinted with permission from YourMembership by Community Brands.





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# 3 Tips on Personal Development

Our body adapts to what we eat while our mind adapts to what we focus on. Continuous lifelong learning is critical to those who want to learn faster to better serve their organization and control their future. Here are three aspects of personal development that have made my association career rewarding and fun.

1

## BE UNIQUE

Research says less than 4% of us actually engage in investing in our future while doing day to day work. So, if you are reading this you are a very unique person. Doing what others don't do quickly separates those with a plan vs. those just skating through life reacting to whatever comes along. If I were a baker, I'd read and learn all I could about baking. I chose association management forty-nine years ago, so I committed to reading and learning about the business. Retaining my CAE forced me to stay engaged in the association community.

2

## SHOW UP—YOU'LL BE WORTH MORE

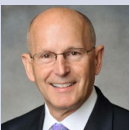
Every career adjustment I've ever made included help from someone I met along my journey. You can't meet people sitting behind your desk. Show up at VSAE events and learn more about your business. Let your members know what you do to continue your education and personal development. Associate members who attend the seminars for executives have always impressed me. Learning about your customers' challenges always makes you more valuable. Try leaving your phone in your car. It will help you improve your focus and attention span.

3

## DON'T WAIT ON HAPPINESS

Happiness is not something you postpone for the future; it is something to design for the present (Jim Rohn). Find gratitude and fun in the time you spend at VSAE events. Be present. My goal has always been to leave with at least one nugget or one new relationship from each event. VSAE's leadership and staff offer cutting-edge events and opportunities to sharpen your personal development saw. Improving your knowledge and skills makes you more valuable to yourself and to your organization. VSAE does their part so you can do your part.

### ABOUT THE AUTHOR



**Bob Ramsey, CAE** is the former Executive Director of the Virginia College of Emergency Physicians.



### NEW REQUIREMENT FOR CAE

Starting in 2020, anyone renewing their CAE will be required to fulfill one of their 40 credits with an ethics-focused credit. **Note—this credit is included in the 40 credits required every three years, not in addition to it.** This new requirement was established upon the recommendation of ASAE's CAE Commission. VSAE is in the process of identifying and planning educational opportunities to satisfy this CAE ethics credit for our members, starting with a breakout session at the Annual Conference in May.

### NEW TESTING FORMAT FOR CAE

The CAE Program will be moving to a computer-based administration starting with the May 2020 CAE exam. **There will be no changes to the current content outline nor to the post exam procedures in May.** ASAE will send results to test takers approximately 6 weeks after taking the exam.

Starting with the December 2020 exam, a new exam content outline will be used. VSAE will share more information on the new content when it is released by March 1.

### NEW TRACKING ON YOUR MEMBER PROFILE

VSAE Members now have the ability to view and print a record of continuing education (CE) hours earned from attending VSAE education events. Within a week after each event, all attendees will have their CE hours updated in their member profile. To access a list of your hours, follow these steps:

1. Log in at [vsae.org](http://vsae.org) (CE hours will not appear unless you log in with your username and password).
2. Click on the "Events & Education" blue menu tab.
3. Click on "CEU Tracking" at the very bottom.
4. Your current CEUs will appear. You can filter by date range, category, etc.
5. In the upper right corner is a button to Export a pdf.

**Currently, only 2020 Education is being tracked. But we will add 2018 and 2019 education by June, in plenty of time to submit for CAE renewal.**

Be sure to pick up your name badge at the registration desk at every event so your attendance will be recorded and you can receive credit for education sessions.



# BRIDGING THE EDUCATION TO EMPLOYMENT GAP

A crisis is brewing in the global education-to-employment system and it is reaching an inflection point in the United States and in the international sphere. Educators, employers, students, and their families are caught in a complex web of challenges.

Higher education is experiencing massive disruption. Americans currently hold over \$1.23 trillion dollars (and growing) in student debt, nearly the same amount as total mortgage debt just prior to the housing market crash of 2007-2008.

Public funding for education is decreasing at both the K-12 and post-secondary levels. Students and educators disagree about what a college education is supposed to accomplish, the value of a four-year degree, and whether or not college is properly preparing young people for the workforce.

At the same time, one-third of employers report struggling to find qualified workers. The Georgetown University Center for Education and the Workforce estimates that, by 2020, over 20 million jobs in the U.S. will be unfilled because Americans lack the necessary preparation.

Employers report a substantial skills gap, particularly among new hires, whether they are recent graduates or workers who are retraining for new careers. While there is nearly universal agreement on what those vital skills are - critical thinking, problem solving, oral and written communications, teamwork, ethical conduct,

**“The Georgetown University Center for Education and the Workforce estimates that, by 2020, over 20 million jobs in the U.S. will be unfilled because Americans lack the necessary preparation.”**

decision-making, the ability to apply knowledge – employers and recent graduates disagree sharply on how well-prepared new hires are to exercise those skills in real workplace situations.

In short, there is a significant and growing gap between education and employment.

In our recently released whitepaper, *The Association Role in the New Education Paradigm*, Shelly Alcorn (Alcorn Associates Management Consulting) and I review the substantial body of research on the changes occurring in both education and employment and argue that associations are uniquely suited to bridge that growing education-to-employment gap.

There is a symbiotic relationship between education (acquisition of knowledge and skills), employment (meaningful, productive, economically-rewarded activity) and living a “good life” (conducting an ethical, spiritually rewarding existence as both an individual and as a member of a larger community).

Our research demonstrates that, while the current educational system may have been sufficient to prepare people for life in the 19th and 20th centuries, it is not adequate to provide the 21st century skills, like those mentioned above, that are necessary to be an educated citizen employed in meaningful work and engaged in the life of one’s community.

We believe associations hold many of the keys to unlocking both workforce skills and human potential, such as:

- Direct connection to and relationship with employers in our relative sectors
- Experience with certification and credentialing
- Speed and flexibility, at least in comparison to hidebound higher education
- Experience with non-traditional students and educational settings

Associations currently represent every industry and profession, and will continue to do so for new professions that are emerging. For every association that disappears in the next decade because the profession vanishes due to automation, others will arise to address the professional needs of thousands of individuals employed in professions that don’t exist yet.

We need to collectively rethink our current and potential roles within the education-to-employment system. We represent both employers who are continually frustrated by the lack of talent they routinely encounter and workers who are concerned about the real impact the Fourth Industrial Revolution is about to have on their skill sets and livelihoods. These are real problems that we can solve. All systems can be hacked if you know where to apply the pressure. Who better to do it than associations?

## ABOUT THE AUTHOR

**Elizabeth Weaver Engel, MA, CAE**, is the CEO & Chief Strategist of Spark Consulting, LLC in Washington, DC.

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## AROUND THE COMMONWEALTH



**Doug Barger** has joined **The Inn at Virginia Tech and Skelton Conference Center** as the Senior Sales Manager for the Virginia association market.

**Tina Bland** is now the Director of Sales and Marketing with the **Richmond Marriott Short Pump**.

Congratulations to **Connie Bruce, CAE**, Director of Operations & Member Services of the **VA Council of CEOs** and **Jerry Layne, CAE**, Senior Director of Operations of the **Industrial Designers Society of America**, who have successfully passed the CAE exam.

**Corey Connors** has recently joined the **VA Forestry Association** as its new Executive Director.

**DeNeé Dickerson** has been promoted to Assistant Director of Sales with the Delta Hotels Richmond Downtown.

**Linda Loving, CIC, AISM, AIAO**, Chief Operating Officer at the **Independent Insurance Agents of Virginia**, celebrated 35 years with the association on February 4. Her achievements are numerous – from designations she has earned, to awards and honors she has received – all while serving agents across the Commonwealth and even the nation.

**David Norman** of **Norman & Associates** was recently elected President of the Middle Atlantic Golf Association. Formed in 1902, the organization serves golf and country clubs in VA, DC, MD, WV and DE.

**Chandler Owdom**, Vice President of Communications & Strategy for the **VA Bankers Association**, and her husband, Morgan, had a baby girl on November 3, 2019. Quinn Vivian Owdom weighed in at 6 pounds, 11 ounces, and was 19 inches long.

**Rebecca Woodring, CAE** is now an Executive Director at **Organization Management Group**.

Congratulations to the following VSAE Members who are *ConventionSouth 2019* Readers' Choice Award winners. They were nominated as having exemplary service for meetings and events by top meeting professionals who hold events in the South.

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- Salamander Resort & Spa
- Sheraton Norfolk Waterside Hotel
- The Virginian Lynchburg
- Visit Fairfax
- Visit Virginia's Blue Ridge
- VisitNorfolk

## EXHIBIT AT THE FALL CONFERENCE

### Thursday, October 1, 2020 Greater Richmond Convention Center

Plan now to exhibit at one of VSAE's largest events of the year. The Fall Conference attracts not only VSAE association executives, but also social, corporate, and government meeting planners. All exhibitor contracts received and paid by **Friday, May 22** will save \$100 on registration fees (early bird pricing noted below). Booths are 10 x 10 feet.

#### Aisle Booths

Members: \$855

Non-members: \$965

#### Corner/Premium Booths

Members: \$905

Non-members: \$1,015

#### Front Entrance Booths

Members: \$955

Non-members: \$1,065

For more information, contact  
**Pamela Flynn** at  
[pamela@vsae.org](mailto:pamela@vsae.org) or  
(804) 249-2244.



With 5,000 hotel rooms, over 500,000 square ft. of meeting space, a walkable waterfront downtown, tons of dining options, and an expert staff ready to help you — when your meeting's in Norfolk, VA it's on a pedestal.

PLAN YOUR NEXT MEETING AT  
[VISITNORFOLK.COM/MEETINGS](http://VISITNORFOLK.COM/MEETINGS),  
OR CALL 1-800-368-3097

**CHANGE COURSE**  
VISIT *Norfolk*

## SURVEY PRIZE WINNER

Congratulations to **Robin Bolton**, Director of Safety & Member Services at the **VA Trucking Association**, who is the January Seminar evaluation prize winner. Robin won an overnight weekend stay with breakfast for two and complimentary valet parking at **The Omni Richmond Hotel**.

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



## PARTNER HIGHLIGHT

The Hilton Virginia Beach Oceanfront is starting out 2020 with a whole new look and we invite our VSAE friends to come for a visit and enjoy all the new features, whether looking for a location for an annual conference or just a beach getaway.

The Hilton Virginia Beach Oceanfront recently completed a renovation of the 12,000 square feet of meeting and event space located on the second floor. The new look offers a refreshing color palate to compliment the beach and boasts views of the ocean from the Peacock Ballroom, Courtney Terrace, and foyers. Additional meeting and event rooms open to the foyer with floor to ceiling windows overlooking the beach.

Guests may unwind in one of our 289 luxury accommodations, most with balconies and beach views. Our exclusive Empyrean Club, located on the top three floors, features personalized concierge service, complimentary breakfast in a private lounge, private key card access, and refined amenities.

For those wishing to take in all that we have to offer on the property, there are a variety of options.

**Sky Bar rooftop pool bar** serving creative cocktails with panoramic views 21 stories above the beach, with seasonal igloos and lounging decks at both the indoor and outdoor pools.

**Catch31 Restaurant**, well known for its lively atmosphere, indoor and outdoor seating, seasonal seafood fare, fire pits and creative cocktails in the bar, which has also been upgraded.

**Salacia**, the only AAA – Four Diamond Award Winning seafood and steak restaurant on the Virginia Beach Oceanfront, offering an upscale dining experience with both indoor and outdoor seating.

For those wishing to get out and about, our central location on the North end of the beach offers the opportunity to walk to a variety of restaurants, shops, and attractions, including all of the activities

## HILTON VIRGINIA BEACH OCEANFRONT



  
**Hilton**  
VIRGINIA BEACH  
OCEANFRONT

on the beach, boardwalk, and Neptune Park where festivals for foodies, artisans, and music lovers come together to enjoy time at the beach.

Whether traveling for business or pleasure, rest assured our guests will receive the service they have come to expect from our hotel over the years as our professional and tenured staff are ready to welcome you and your group back time and time again.

### CONTACT:

**Colleen Briley**

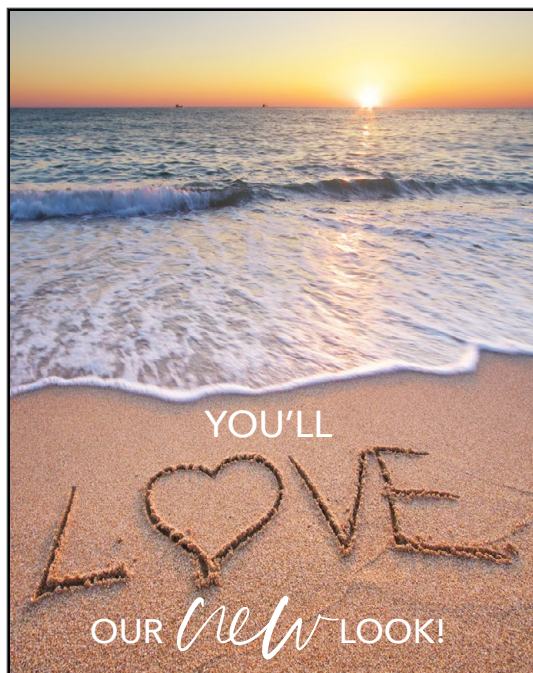
*Association Sales Manager*

**Hilton Virginia Beach Oceanfront**

3001 Atlantic Avenue, Virginia Beach, VA 23451

colleen\_briley@hiltonvb.com

757-213-2332



  
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OCEANFRONT

### EARN DOUBLE HILTON HONOR POINTS

for any new contracts from 2020 and beyond, contracted by April 1, 2020.

Our professional, tenured staff provides excellent service – ensuring the success of your meeting or conference.

**3001 ATLANTIC AVE,  
VIRGINIA BEACH, VA 23451**

(757) 213-3000 [HILTONVB.COM](http://HILTONVB.COM)

## WELCOME NEW MEMBERS

### EXECUTIVES

**Mariama Boney**

*MD Music Educators Association  
Woodbridge*

**Corey Connors**

*VA Forestry Association  
Richmond*

**Karie Walker**

*VA Association of Counties  
Richmond*

### ASSOCIATES

**Lyndsi Hale**

*Mountain Lake Lodge  
Pembroke*

**Mike Pramshafer**

*Virginia Crossings, Tapestry  
Collection by Hilton  
Glen Allen*

**Amy West**

*Marriott International  
Midlothian*



### 2019-2020 OFFICERS

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**Phyllis Errico, JD, CAE**  
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**Sonnica Montemayor, CAE**  
*Editor*

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

**Art and Editorial Deadline  
for the March Issue**  
February 24

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

This newsletter is proudly printed by:



## HEALTH CARE CORNER



Health insurance costs continue to rise and employers continue to look for ways to provide great benefits, at a reasonable cost, in order to retain and attract quality employees.

AP Group and BeneFinder are excited to launch our health care consortium plan once it gets through the Bureau of Insurance review process. We are also excited to launch our Human Capital Management program and Payroll services as well.

Please contact us for more information about these new services.

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

## Thank You

### POWELL KOHNE ASSOCIATES

#### FOR PROVIDING THESE QUALITY CONTENT LEADERS FOR 2020 VSAE EVENTS



**Beth Z**

February Seminar  
with Lunch



**Juanita McDowell**

Annual Conference  
Opening Keynote



**Marcus Sheridan**

Annual Conference  
Closing Keynote



**Nancy Singer**

June Seminar  
with Lunch

**BLANCHE POWELL AND SADIE POWELL**

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