

## VACEP PROVIDES INTUBATION BOXES TO VIRGINIA HOSPITALS DURING PANDEMIC

**Sarah Mattes Marshall**, the Executive Director of the **Virginia College of Emergency Physicians (VACEP)** has had her hands full during the COVID-19 pandemic. We caught up with her to see how she and VACEP have been affected and how they have adapted.

### What impact has COVID-19 had on the association, and how have you all adapted?

Because we represent frontline healthcare workers, it's affected us greatly. For us, the first few weeks of quarantine were spent fighting misinformation and trying to get a seat at the table for high-level conversations around the Commonwealth. Thanks to good relationships with the press, we were able to get our members heard. This led to opportunities to speak with lawmakers (one day you're publishing a Facebook post and the next you're on a video call with Tim Kaine!).

### How has your role as Executive Director changed due to COVID-19?

Working for VACEP during this time has been 10 times more rewarding and 10 times more challenging than I expected. Nothing tests your infrastructure like a crisis. I've learned which relationships are solid and which need attention. I've also learned a lot about my own strengths and weaknesses. All things I would have discovered, but not nearly as soon.

### What is an intubation box and how did the idea for VACEP to build and distribute them come into play?

The intubation box is an inexpensive temporary protection device designed by Dr. Hsien Yung Lai in Taiwan. It works by sitting over the head and shoulders of a patient as they are intubated. The box acts as a protective shield between the patient and medical staff, thereby hopefully minimizing the medical staff's exposure.



*Sarah delivering seven pre-constructed intubation boxes to Hampton Roads area hospitals.*

VACEP President Dr. Scott Hickey saw physicians around the country using an open source template to build their own intubation boxes and wanted to provide them to physicians in Virginia. He compiled a team of local contractors to build a prototype, now available to physicians. The boxes are sold at cost of materials and labor, \$180 (no profit). Donations have allowed us to offer one free box to every hospital in Virginia.

We had a request to change the design so they can be flat packed in boxes. I started reaching out to colleagues in other organizations to see if they would sponsor this project. Many thanks to **Doug Gray** and **Brandon Robinson, CAE** at **VA Association of Health Plans**, who provided a grant that made it possible.

One of our boxes was in use five minutes after we delivered it. To know that our organization did something so real to protect the safety of the healthcare workers putting themselves at risk every day is incredible.

### How can VSAE members help you, VACEP, emergency physicians, and hospitals?

Stay home. Wear masks. Wash your hands. Check in with friends and family. Take care of your mental health. Monitor your health and call your doc if you're worried. Go to the emergency department if necessary. Spread these messages far and wide.

## UPCOMING EVENTS

**FRIDAY, JUNE 5**

9:00 a.m. – 10:30 a.m.

**ONLINE SEMINAR SERIES**  
**Professional Leadership Workshop—Tools You Can Use to Inspire and Influence Those Inside and Outside Your Organization**

*Presented by Nancy Singer and Christine Rance*

*Courtesy of Powell Kohne Associates, LLC*

**TUESDAY, JUNE 23**

9:00 a.m. – 10:30 a.m.

**ONLINE SEMINAR SERIES**  
**Dangerous Documents: Avoiding Land Mines in Your Records and Emails**

*Presented by Nancy Singer and Christine Rance*

*Courtesy of Powell Kohne Associates, LLC*

**TUESDAY, JULY 14**

**AMC Retreat**

Linden Row Inn

**FRIDAY, JULY 17**

**SIG-A-PALOOZA**

Virginia Crossings, Tapestry Collection by Hilton

**AUGUST 16-18**

**ANNUAL CONFERENCE**

## NEW SCHEDULE INSIDE!

Colonial Williamsburg Hotels  
Williamsburg Lodge

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

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waiting  
for you.**

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DURING THESE *difficult times* WE ARE ALL EAGER to get back to normal, or at least a new normal. We're ready to charter the waters together with you to help recreate a new meeting experience with safety as our top priority. We look forward to serving you soon!



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# Leadership reflections



Phyllis Errico, JD, CAE  
 VSAE President

## VSAE Community Strong

Never in our lifetime has it been so important to work together, do our part, and reach a common goal. In this daunting and unprecedented time in our world and in our profession, we are all trying to navigate circumstances for which we have no frame of reference. However, I believe that as association professionals and industry partners, our professional skills and sense of community will carry us through this challenging time.

As VSAE members in the service field, I am certain each one of us has had to be nimble, creative, and resourceful on many occasions as the unexpected has occurred in our work world. In fact, if we think about what we do on an daily basis, we will realize that the skills and qualities that have gotten us this far are exactly the same ones needed to navigate and succeed in the current environment.

At the Virginia Association of Counties, this pandemic has created our first occasion to work remotely as we strive to meet social distancing standards and keep each other safe. This has been challenging for our 12 person staff who has always personified the word "TEAM" in every way. We have been researching, analyzing, and

communicating very complex logistic, financial, legal, and practical issues that Virginia's County Officials face as they must continue to serve their local communities. Like many others, we have had issues with deadlines, technology, and resources, and many other challenges in getting our members the answers and information they need. However, the core teamwork of our staff, even remotely, has kept us focused on the common goal and mission, and getting things done for the good of the association.

It is important to note that we do not do this alone, but by reaching out to our friends and colleagues in other associations and organizations. We've consulted with this professional community on how to reschedule programs, deliver our messages by alternate methods, and bring content to our members through webinars and other platforms. These community networks and relationships, built through VSAE and other similar organizations, have been the lifelines we needed and will continue to need.

As we navigate forward, I urge you to lean on the VSAE community and to reach out to each other, whether it is to seek assistance or to lend support. In this next year, I hope to continue the work that has been done by the many wise leaders who have preceded me and to encourage all the members of the VSAE community to support each other, strive for your best, and show your leadership. Now more than ever we need to help each other to be the best at making associations the best by connecting, learning, and leading. I look forward to seeing everyone in person in August at our rescheduled Annual Conference.



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**Contact Erin Eissens to start planning!**

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 Erin.Eissens@AtriumHospitality.com



# 2020 VSAE ANNUAL CONFERENCE

## NEW SCHEDULE

### SUNDAY, AUGUST 16

12:00 – 3:00 p.m.	Nature Walk at Bassett Hall (description below)
12:00 – 3:00 p.m.	Walking Tour of Historic Area (description below)
12:00 – 5:00 p.m.	Golden Horseshoe Gold Course (description below)
4:00 – 6:00 p.m.	Registration Open
5:30 – 6:00 p.m.	New Member and First-Time Attendee Meetup
6:00 – 7:30 p.m.	Opening Reception
7:30 p.m.	Dine on Your Own (Making reservations early is highly encouraged.)

### MONDAY, AUGUST 17

6:30 – 7:30 a.m.	Yoga Wake Up
7:30 a.m. – 5:00 p.m.	Registration Open
8:15 – 9:00 a.m.	Breakfast
9:00 – 9:15 a.m.	Opening Remarks
9:15 – 10:15 a.m.	Opening Keynote (description to the right)
10:15 – 10:30 a.m.	Networking Break
10:30 – 11:45 a.m.	Breakout Sessions (descriptions on next page)
12:00 – 1:00 p.m.	Lunch & Board Installation
1:00 – 1:45 p.m.	IGNITE Sessions (description to the right)
1:45 – 2:00 p.m.	Networking Break
2:00 – 3:30 p.m.	Breakout Sessions (descriptions on next page)
3:30 – 3:45 p.m.	Networking Break
3:45 – 4:45 p.m.	Shared Interest Group (SIG) Meetings
5:30 – 6:15 p.m.	President's Reception (invitation only)
6:15 – 7:15 p.m.	Reception
7:15 – 9:00 p.m.	Dinner and Dessert
9:00 – 10:00 p.m.	Entertainment

### TUESDAY, AUGUST 18

8:30 – 9:30 a.m.	Breakfast
9:30 – 10:45 a.m.	Breakout Sessions (descriptions on next page)
10:45 – 11:00 a.m.	Networking Break
11:00 – 11:15 a.m.	Opening Remarks
11:15 a.m. – 12:15 p.m.	Closing Panel Discussion (description above)

\*Speaker provided courtesy of Powell Kohne Associates, LLC.

August 16–18, 2020

Colonial Williamsburg Hotels

Williamsburg Lodge

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

#vsaeAC20

## KEYNOTE



**JUANITA McDOWELL\***

**Maximizing Communication for Association Leaders**

Effective communication doesn't happen by accident. From sharing your culture and vision to addressing issues that creep up within your organization, there are many nuances to communicating as a leader. This session will provide ten tips to strengthen your association by improving your communication with staff members.

## CLOSING PANEL—ASSOCIATIONS TODAY



*Scott Wayne*

During this closing session, Scott will facilitate a conversation among six association professionals on trending topics of the day.

## IGNITE SESSIONS

Back by popular demand, this year's conference will feature IGNITE presentations from attendees. IGNITE presentations are fast-paced five minute presentations with 20 slides that auto-advance every 15 seconds. Topics range from the personal to the professional.

## PRE-CONFERENCE ACTIVITIES

### NATURE WALK AT BASSETT HALL

**SUNDAY, 12:00 – 3:00 P.M.**

Join our volunteer Master Naturalist Guides for a guided nature walk along the Bassett Trace Nature Trail. Hikers may want to take advantage of the entire 1.4 mile trail which ends at the Golden Horseshoe Green Course Clubhouse, where a box lunch will be served.

### WALKING TOUR OF HISTORIC AREA

**SUNDAY, 12:00 – 3:00 P.M.**

The 18th century comes to life on this walking tour through the men and women you will meet at government sites, their homes, and historic trade shops. Then enjoy a boxed lunch under the arbors outside at Chownings Beer Garden located at the Historic Chownings Tavern.

### GOLDEN HORSESHOE GOLD COURSE

**12:00 – 5:00 P.M.**

Recently renovated, the Gold Course now features the latest in modern turf grasses, new grass on the fairways, greens, and surrounding roughs, and utilizes "Better Billy Bunker" construction to improve playability. Each of the Gold Course's four par 3s presents a visually exciting challenge, and is uniquely memorable in its own right.

# BREAKOUT SESSIONS & SPEAKERS

6+ Hours CAE Credit!

## Monday Morning 10:30 – 11:45 a.m. 1.25 CAE Credits

### **DON'T OVERLOOK THE OBVIOUS: SAFETY AND SITE SELECTION** | Alan Kleinfeld

With acts of violence in the news so often, you're probably thinking of ways to keep your meeting and your attendees safe. But are you overlooking a key element? What about the venue? Is it a help or a hindrance? There are ways the venue can help in your safety plan to keep you, your staff, your stakeholders and your attendees safer. This session offers points and takeaways on how to conduct a site visit from a safety and security perspective.

### **GROW AND SUSTAIN YOUR ORGANIZATION WITH DATA AND INTEL** | Juanita McDowell\*

Most people agree that the key to success involves finding the right people, at the right time, with the right message. But how do you go about it? In this session, you will learn how to find insider information about prospective members, donors, and partners that will enable you to generate meaningful connections and grow your organization. You will also learn how to gather intel you never thought possible on people and companies important to your organization.

### **MARKET DISRUPTIONS** | Scott Wayne

This session distinguishes between product innovation (the creation of new products) and market innovation (the creation of new markets) and examines the role that negotiation techniques play in each. The audience is guided through common negotiation tools and how they can be deployed to generate new insights and concepts, pitch executives, and manage stakeholders.

## Monday Afternoon 2:00 – 3:30 p.m. 1.25 CAE Credits

### **FIVE FACTORS TO MAKE YOUR ORGANIZATION MORE SUSTAINABLE AND SCALABLE** | Lori Ruffin

In this session, we will outline five key areas that every organization must master if they want to be more scalable and sustainable, know what questions to ask to assess your organization in each area, and learn specific action items to strengthen the areas discussed in the session.

### **LESS DOING, MORE LIVING: PRODUCTIVITY TOOLS FOR CEOS** | Scot McRoberts, MPA, IOM

In this session, Scot will introduce you to tools and techniques that can help executives clear the clutter from their minds and their desks. Expect to discuss email, delegation and tech tools that automate mindless tasks. Hands-on demos and discussion will give participants immediate results.

### **REVERSING THE TREND: REIMAGINING MEMBERSHIP RECRUITMENT AND RETENTION** | Andrew Smith

This interactive session will share several real-world case studies of how successful digital marketing and social media strategies helped associations reverse the trend of declining membership growth and low levels of membership retention.

## Tuesday Morning 9:30 – 10:45 a.m. 1.25 CAE Credits

### **ASSOCIATION ETHICS: NAVIGATING MURKY WATERS** | Blake Hegeman, Esq.

This session will focus on association ethics in a comprehensive manner. Blake will explain the ethical obligations association volunteers and employees owe to their organizations; whether a Code of Ethics should be considered for your organization; and how to avoid common, but serious pitfalls in existing association ethics codes. Blake will conduct a lively question and answer session to address those burning questions you have always had about gray areas in association management.

### **BUILDING A COMPETENCY-BASED BOARD** | Karen Silberman and Dr. Ray Tuck, Jr.

A key element of a successful association is committed leaders with the background and business acumen to meet the challenges inherent in leading a 21st century organization. This session will explore how to build and maintain a competency-based board. You'll receive templates and resources that you can implement within your organization immediately.

### **LISTEN, LEAD – BUILDING STRONGER MEMBER RELATIONSHIPS THROUGH COMMUNICATION & LISTENING** | Kiki L'Italien

Successful brands, institutions, and movements count on five essential elements to make stronger connections with people. In this session, Kiki shares what you need to know in order to build a lasting, successful, trust-based community built for today's noisy, skeptical, and overwhelmed environment.

GET DETAILED SESSION DESCRIPTIONS, LEARNING OBJECTIVES, AND CONTENT LEADER BIOS; CONNECT WITH OTHER ATTENDEES; AND ENGAGE ON SOCIAL MEDIA ON THE OFFICIAL VSAE MOBILE APP, **ENGAGEFULLY**.



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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.

## Deep Work by Cal Newport

Many of us might be familiar with the big rocks principle from *7 Habits of Highly Effective People*. *Deep Work* takes that principle of working on the important stuff, the stuff that takes intense focus ("deep work," Newport calls it), and lays out a paradigm to align your work habits to accomplish deep work. One of the biggest takeaways for me was the tactical tip to schedule the distraction time so that the "deep work" can be intense and distraction free. I've implemented many of the recommendations and found them to be very useful.

## Wanderers by Chuck Wendig

This is a novel about a group of sleepwalkers who are impervious to anything, and just keep

walking. It's told through the lens of a sister of the first walker, and her trek along with her sister across the country against numerous obstacles. The parallels to the current situation in the United States is uncanny, and that I began the novel at the same time as the pandemic began spreading in the U.S., made it both creepy and a page turner.

**Brandon Robinson**  
Virginia Association of Health Plans

## Speeches by Martin Luther King Jr.: The Ultimate Collection

Audio book (audible.com) allows you to listen "live" to King's impassioned speeches. It's amazing and inspiring stuff.

**Bob Bradshaw**  
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## LET'S RECAP!

### Senior Staff SIG

Last month, Scott Wayne led a discussion of the Senior Staff SIG on how to continue to service members during this time of crisis. Inevitably, the discussion lead to an exploration of the future of in-person meetings. For most of associations, meetings and conferences have been rescheduled to the late summer or fall. Scott's advice as you continue to plan for your in-person meetings is to also simultaneously plan for taking your content fully virtual. Really focus on what is reusable in a virtual environment and invest in that. It is extra work, but in a worst-case scenario, you can pivot quickly to a virtual event if necessary. Scott Wayne will be speaking at the VSAE Annual Conference, August 16-18, in Williamsburg.

## HEALTH CARE CORNER



The Coronavirus Aid, Relief, and Economic Security (CARES) Act was signed into law on March 27, 2020 and is retroactive to January 1, 2020. The CARES Act expands the list of eligible expenses for FSAs, HSAs and HRAs to include over-the-counter (OTC) drugs and medicines as well as menstrual care products. IAS Standards (SIGIS) released the initial list of over 20,000 eligible OTC items and menstrual care products to be used by merchants in their Point of Sale (POS) systems to recognize these items as healthcare-qualified.

Please contact us with any questions.

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

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Just as balance is critical to a successful golf swing, a balanced lifestyle is important to living a healthier life. At Lansdowne Resort and Spa, you'll find many keys to achieving your personal balance.

In 2020, Lansdowne will introduce the Harmony Lansdowne Lifestyle, a new wellness concept designed to strengthen the eight major systems of the human body by improving the flow of energy throughout the body. The Harmony Lansdowne Lifestyle is a commitment to dispelling the root causes of diseases through the fusion of Eastern and Western practices. It will offer guests the opportunity to redefine what wellness and relaxation truly is by taking a unique, integrative approach to the resort experience. Like many high-end resorts, Lansdowne is positioning itself to lead the charge in health and wellness amenities that many leisure travelers are seeking.

In addition to wellness initiatives, Lansdowne's golf offerings and resort amenities are so diverse and delightful that the resort is a compelling draw for association meetings. Nature lovers relish Lansdowne's superb hunt country location along the Potomac River and oenophiles can sip to their heart's content amid the region's acclaimed wineries. Add to this a world-class spa, memorable dining, and ample meeting space, and you have the ideal setting for camaraderie-building gatherings. No matter what your passion, Lansdowne is irresistible.

### STELLAR GOLF

Golf remains the centerpiece of Lansdowne's activities and will be vital in the wellness efforts. The Golf Club at Lansdowne rolls out 45 broadly appealing



golf holes: the original 18, named for its architect, Robert Trent Jones Jr.; a second championship layout, known as the Norman, for its designer Greg Norman; and a nine-hole short course, called Sharkbite. Each is worthy of your attention — for very different reasons.

### BEYOND GOLF

Man cannot live by golf alone and Lansdowne Resort and Spa delivers for non-golfers as well. A Condé Nast Reader's Choice Awards winner for "Best Resorts in the South," Lansdowne wows with a dazzling roster of off-course delights including watersports activities on the Potomac River, like spin and fly fishing. Another can't-miss activity is a Loudoun County wine country excursion. Virginia is the oldest and fifth-largest wine-

producing state in the U.S. With more than 40 wineries nearby, resort guests can spend a day or week partaking of the grape.

Taking in the entire Lansdowne experience, it's pretty clear: If you're looking to feel good in every way, a trip to Lansdowne Resort and Spa is just what your body ordered.

### CONTACT:

#### Mr. Skylar Dowell

Associate Director of Sales

#### Lansdowne Resort and Spa

44050 Woodbridge Parkway

Leesburg, VA 20176

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Published by the Virginia Society  
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2924 Emerywood Parkway  
Suite 202

Richmond, Virginia 23294

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**Sonia Montemayor, CAE**  
*Editor*

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

**Art and Editorial Deadline  
for the June/July Issue**

May 29

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## AROUND THE COMMONWEALTH



**Hope Johnston** is now the Sales Manager with **The Francis Marion Hotel** in Charleston, SC.

**Kiawah Island Golf Resort** has now completed their West Beach Conference Center. The new center offers over 23,000 square feet of state-of-the-art meeting space set in close proximity to the resort's award-winning accommodations, dining, golf, and recreation.

**Lisa Noon, CAE, RCE**, Vice President of **Organization Management Group**, has a new granddaughter, Audrey Leigh, born on April 23.

**Bob Ramsey, CAE**, the former Executive Director of the **Virginia College of Emergency Physicians**, has received the 2020 Diane K. Bollman Chapter Advocate award, the American College of Emergency Physicians highest award for a chapter executive, for his significant contribution to advancing emergency care in the country.

Congratulations to **Kim Wolfe**, Director of Sales for the **Craddock Terry Hotel and Event Center**, who welcomed her second child, a baby boy named Jack, into the world on April 23.

## In Memorium

We are saddened by the loss of long-time VSAE member and former Executive Director of the Virginia Pediatric Society, **Betti Prentice**. She passed away peacefully at her home in Land 'O Lakes, Florida on April 20.

