



— VIRGINIA SOCIETY of —
ASSOCIATION EXECUTIVES

YOUR *association* PRESS

May 2021

Join Us, IN-PERSON!

What better topic for our first in-person seminar in over a year than best practices for approaching in-person and hybrid meetings? Learn from three VSAE members with combined experience in legal considerations, technology, staffing and whatever else you have questions about.

Join us on **Friday, June 4**, from 9:30 to 11:00 a.m., for a panel-led seminar, **“Creating the Future of Meetings & Events,”** at the **Delta Hotels by Marriott Richmond Downtown**. Registration opens at 9:00 a.m. The seminar will also be livestreamed for those who are unable to attend in person. (Registration and payment will still be required.)

Panel members are **Randy Cummins**, President, James River Audio Visual Services (VSAE’s audio visual service provider); **Stewart Hinckley**, President & CEO, Ruggles Service Corporation and VSAE Board Member; and **Eileen Johnson, CAE**, Partner, Whiteford, Taylor & Preston (VSAE’s legal counsel).

A networking reception and luncheon will follow from 11:00 a.m. to 12:45 p.m. Join us for one or both portions as we celebrate seeing each other safely in-person again.

Register at vsae.org/calendar.

The Digital Consumer:

How Today’s Buyer Has Changed and What Your Business Must Do About It

by Marcus Sheridan, 2021 Annual Conference Keynote Speaker

To say that today’s buyer has changed would be a bit of a massive understatement. In fact, we’ve never seen such change in such a short period of time.

When you consider how we’ve evolved since the advent of the internet (it became mainstream in 1996) and then throw on top of that all the digital behaviors that were catapulted by the recent pandemic, the results are stunning.

To name a couple:

- Today’s buyer, on average, is more than 70% through the buying cycle BEFORE they actually speak to a sales person. (Forrester)
- 33% of buyers today say they would prefer to have a “seller free” sales experience. (Gartner)

Wow. Just think about what these two trends mean. If you boil them both down, they are



VSAE 2021 ANNUAL CONFERENCE

essentially telling us that today’s buyer is obsessed with controlling their experience.

- They want to learn on THEIR terms.
- They want to engage on THEIR terms.
- And they want to buy on THEIR terms.
- If this means not talking to a sales person at all—then so be it.

That’s what they want, and they’re willing to quickly jump to anyone that’s willing to

continued on page 6 >

UPCOMING EVENTS

WEDNESDAY, MAY 19

Seminar

Supporting Mental Health in the Workplace

9:00 – 10:30 a.m.

FRIDAY, MAY 21

Senior Staff SIG Meeting

9:00 – 10:30 a.m.

FRIDAY, JUNE 4

Seminar with Lunch
Creating the Future of Meetings & Events

Delta Hotels by Marriott
Richmond Downtown
9:00 a.m. – 12:45 p.m.

WEDNESDAY, JUNE 9

Webinar

Neuromarketing for Growth

1:30 – 2:30 p.m.

WEDNESDAY, JUNE 23

Webinar

Planning for Growth Solving Problems for Success

1:30 – 2:30 p.m.

SUNDAY, JUNE 27–

TUESDAY, JUNE 29

2021 Annual Conference

Marriott Virginia Beach
Oceanfront

TUESDAY, JULY 13

2021 AMC Retreat

Richmond Marriott Short Pump

THURSDAY, JULY 29–

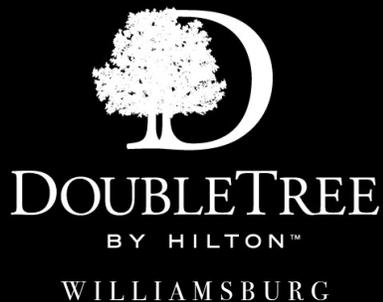
FRIDAY, JULY 30

2021 Meeting Planner Summit

Hotel Madison & Shenandoah
Valley Conference Center

**VIEW UPCOMING EVENTS AT
VSae.org/Calendar**

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Renaissance Portsmouth-Norfolk
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Richmond Region Tourism

The Virginian Hotel

Widespread Risk Advisors

Leadership reflections



Maureen Dingus, CAE
VSAE President

“VSAE’s mission is to be the best of the best, so you should expect great things.”

I am honored to serve as VSAE President, especially during this time of great change and opportunity. As I reflect on my own journey to this position, I realize how much has changed within our association.

When I first became a member, I was a young female, non-CEO who did not play golf. At times, I felt unable to take advantage of all that VSAE had to offer because I did not always feel like I belonged. Thanks to the tenacity of past VSAE leaders and staff, this is no longer true.

While I am not “young” anymore, I am still a female, non-CEO who does not play golf. Now I have many female past president role models, I can lead the Board as a non-CEO, and I can enjoy a variety of amazing networking activities on or off the golf course. VSAE leadership made intentional changes to the bylaws, programming, and organizational norms to move us forward.

Now, we need to continue moving forward. This year your Board will examine how we advance our efforts to bring about greater diversity and inclusion. We will work to define what this means to VSAE, what actions we can take, and how we can support you as you grapple with this at your organization, whether related to your staff, your governing leadership, or your membership at large.

What can *you* do now?

Keep learning from your peers. VSAE has already provided some great sessions on diversity and inclusion and another one is on tap at Annual Conference. If you are a member of a Shared Interest Group (SIG), suggest this as a topic. Talking through your experiences and listening deeply are also powerful ways to learn and grow.

Look around the table. When you attend a VSAE event or meeting (virtual or in person), look around at who is there, and more importantly, who is not there. What can you do to make someone else feel that they belong? Consider how you can bring more people to the table, especially people who may not think they belong.

Share your perspective and hold us accountable. The Board needs to hear from the members. We will be engaging in important conversations and soliciting feedback from you. This is not a “check the box” exercise that will be accomplished by the end of the year. It will require sustained commitment from future leadership and the membership as a whole.

VSAE’s mission is to be the best of the best, so you should expect great things. Right now, we all need to listen and to lead. I hope you’ll take this journey with us.



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VSAE 2021 ANNUAL CONFERENCE

June 27–29, 2021

Marriott Virginia Beach Oceanfront
vsaе.org/annual

KEYNOTES



**MARCUS
SHERIDAN***

**The Digital Consumer:
How Today’s Buyer Has Changed and
What Your Business Must Do About It**

More than any other time in the last 100 years, and further compounded by COVID, buyers and customers today have made a dramatic shift in the way they make purchasing decisions. Unfortunately, many companies haven’t adapted to this shift and are not prepared for the continual evolution of this “new digital customer.” Marcus Sheridan brings clarity to the way buyers have changed and provides actionable steps on what companies must do to align themselves with this shift in purchasing patterns.

*Speaker courtesy of Powell Kohne Associates, LLC.

**MICHAEL
DOMINGUEZ**



**Where Does the Meetings Industry
Go From Here? Reflections and
Observations on a Post-Pandemic World**

The world of meetings, events, and travel is changing to meet the needs of a shifting marketplace. Using a variety of recent research reports and studies, find out what trends will affect your meetings and travel today and tomorrow. Get an overview of the state of the global meeting, event, and travel industry, and understand the trends and changes that will move the industry into their next chapter.

SCHEDULE

Schedule subject to change.
See detailed schedule at vsaе.org/annual.

**Cannot attend in-person?
Create your own virtual conference experience!**
Most events are accessible to virtual conference attendees, as well as networking opportunities/activities specific only to them. **Descriptions in teal are for hybrid attendees only.**



Sunday, June 27

11:00 am	Golf at Broad Bay Country Club
1:00 pm	Pre-conference recreation activities
5:15 pm	New Member and First-Time Attendee Mixer (invitation only)
6:00 pm	Opening Reception

Monday, June 28

6:30 am	Yoga Wake Up
7:30 am	Registration Opens
8:00–9:00 am	Get to Know Your Digital Colleagues Icebreaker
8:30 am	Breakfast
9:15–10:15 am	Keynote by Marcus Sheridan*
10:30–11:45 am	Breakout Sessions
12:00 pm	Lunch and Installation of 2021–2022 Board Officers
1:00–1:45 pm	Free Time
2:00–3:15 pm	Breakout Sessions
3:30–4:45 pm	“Ask Me Anything” with Presenters
3:30–4:45 pm	SIG Meetings
5:30 pm	President’s Reception (invitation only)
6:15 pm	Jazz Night with the Greats
7:15 pm	Dinner & Entertainment

Tuesday, June 29

6:30 am	Yoga Wake Up
7:30 am	Registration Opens
8:30 am	Breakfast and Closing Remarks
9:15–10:15 am	Keynote by Michael Dominguez
10:30–11:45 am	Breakout Sessions

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



REGISTER AT [VSAE.ORG/ANNUAL](https://vsaе.org/annual)

BREAKOUT SESSIONS & PRESENTERS

Monday Morning 10:30 – 11:45 am 1.25 CAE Credits

DIVERSITY, EQUITY AND INCLUSION: FROM THEORY TO PRACTICE | Leslie Frazier, MPA, AHWD & Stephanie Peters, CAE

This session focuses on recent DEI initiatives launched by two state associations. Hear how these organizations got to where they are and their next steps for evaluating current policies and programs and developing recommendations to support greater diversity and inclusion. *Moderated by Tim Hopkins, CAE.*

LIFE ON A 3x5 | Scotty Sanders

Why not take 1% of each day to plan the other 99%? "Life on a 3x5" will help you transform from "crazy busy" into "super productive" with immediate takeaways and a simple daily ritual you can easily knock out in around 10 minutes. You will be simply amazed at how efficient and productive the other 99% of your day can be!

THE REINVENTION MANDATE: SHAPING YOUR ASSOCIATION'S TURBULENT TWENTIES TODAY | Jeff DeCagna, FRSA, FASAE

On December 31, 2029, the final day of The Turbulent Twenties, senior association decision-makers, staff, and stakeholders will look back and ask themselves a question. Which question that will be depends to a large extent on whether boards and chief staff executives are ready to reinvent their associations in 2021. In this foresight experience, participants will think differently about the significant challenges ahead, learn about the generative next practices and capabilities required for reinvention, and prepare themselves for the complexity of navigating and shaping an irrevocably altered world.

Monday Afternoon 2:00 – 3:15 pm 1.25 CAE Credits

DATA-DRIVEN DECISION MAKING TO IMPROVE BOTTOM-LINE SUCCESS | Tim Hopkins, CAE

How can associations utilize data and analytics to increase customer engagement and satisfaction, measure ROI on programs and services, and improve their bottom-line? This session will share important research findings, uncover tactics that accelerate an association's data journey, and provide steps to improve data-driven decision-making capabilities.

HOW TO RAMP-UP CORPORATE SPONSOR RELATIONSHIPS | Bruce Rosenthal

Sponsors play a vital role for associations, providing much-needed revenue. However, sponsorship programs are facing big challenges. Many companies are seeking year-long sponsorships with greater marketing value measured by ROI. Explore how to strengthen your association's sponsorship program with the dual goals of increasing revenue and enhancing member value.

LAUNCHING A PUBLIC INFORMATION CAMPAIGN DURING A PANDEMIC | Shannon McCabe, CAE & Sheri Singer

What better time to launch a public information campaign than during a global pandemic? That's exactly what the Association of Consulting Foresters did with just two staffers. This fast-paced interactive session will include a two-way discussion, Q&A, and polls. You'll be equipped with the building blocks to launch a successful public awareness campaign for your association.

Tuesday Morning 10:30 – 11:45 am 1.25 CAE Credits

CULTURE OF ENGAGEMENT: HOW TO BUILD A PASSIONATE, ENGAGED MEMBERSHIP | Joshua Evans

Every member of your organization joins from an engaged, passionate place. Learn how to positively impact your members by reigniting their passion and re-engage their commitment. Walk away with tools to help them look beyond what your organization 'is' and what your organization 'does' to reveal what your organization truly means to them and their professional success.

LESSONS FROM THE ASSOCIATION INITIATIVE ON SMALL IMPROVEMENTS | Jay Daughtry

The Association Initiative on Small Improvements has enabled associations to focus on areas that they can control and make changes with an eye toward reducing costs, increasing revenue, improving the member experience, and/or creating efficiencies. Already the lessons from this community have been significant, and a similar approach can be readily applied within other associations.



Daughtry



DeCagna



Evans



Frazier



Hopkins



McCabe



Peters



Rosenthal



Sanders



Singer

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give them such an opportunity. So the question is—how do businesses and organizations adjust to these rapidly evolving trends that seem to be changing daily?

They Ask, You Answer

Believe it or not, there is a definitive solution to solve this dilemma, and it starts with four simple words: They Ask, You Answer.

Sound too simple? Look at it this way. They Ask, You Answer means the following:

- If a potential customer has a question, worry, fear, etc.—are you willing to address this, honestly and openly, on your website? (Hint: Most companies are not.)
- If a potential customer has the desire to better “see” something you’ve stated or claimed (about your product or service), are you willing to SHOW it? (Hint: Most companies believe they have a secret sauce when, in reality, they don’t.)
- If a potential customer would like to buy something a certain way (without the typical hurdles of engaging a sales person) are you willing to sell it to them that way? (Hint: Most companies are incredibly protective of “controlling” the sales process, and therefore the idea of giving up any of this control would be preposterous.)

That’s the essence of the They Ask, You Answer philosophy that has shaped digital sales and marketing strategies for businesses all over the globe.

What Buyers Want to Know: The Big Five

To give you a concrete understanding of how this approach affects the way we (should) market and sell, let’s focus on your website content—and what truly drives buyer trust and action.

Over the years (as you’ll hear in my keynote at Annual Conference), we’ve discovered there are essentially five subjects that buyers are obsessed with researching BEFORE they are likely to engage a company.

These subjects are known as “The Big Five”—and what’s so fascinating is the fact that even though consumers and buyers are obsessed with them, businesses (at least the majority) don’t want to address them—ultimately creating a sense of distrust with the buyer.

Here are The Big Five:

1. Cost/Price/Rates
2. Problems/Issues
3. Comparisons/Versus
4. Reviews
5. Best

How many times have you researched any of the five subjects mentioned above? If you’re like most human beings, the answer is “hundreds and hundreds of times.” Yet, despite this, companies shy away from addressing this critically important information.

So how can we address these subjects without misspeaking or backing ourselves into a corner—especially when it comes to something like addressing cost and price on our website when we’re a service-based business?

That’s exactly what we’ll be discussing at Annual Conference in June. I’ll show you the specific steps you can take to address each of these—with the end goal of dramatically increasing trust, traffic, leads, and sales in the process.

The takeaways will be many. The internal light bulbs will be firing. And it will certainly be an exceptional day of learning.

ABOUT THE AUTHOR



Marcus Sheridan is an international keynote speaker known for his unique ability to excite, engage, and motivate live audiences with his simple, yet powerful transformational business approach. He is the author of “They Ask, You Answer.” **Don’t miss his keynote presentation at the Annual Conference on Monday, June 28.** *Provided courtesy of Powell Kohne Associates, LLC.*

NEW BEGINNINGS WITH OLD FRIENDS

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PLEASE UPDATE YOUR PROFILE!

We are in the process of compiling the **2021–22 Membership Directory and Facilities Guide**, YOUR valuable membership resource.

Because we want the most current information possible, please take a moment to log in to your online profile from the **Mbr Center—My VSAE** tab at vsae.org to be certain it is up to date.

THE INFORMATION IN THE DATABASE AS OF JUNE 1 WILL BE PRINTED IN THE NEW DIRECTORY.

PRE-CONFERENCE RECREATION ACTIVITIES

ALL PRE-CONFERENCE ACTIVITIES ARE ON SUNDAY, JUNE 27. Registrations are limited. Activities require additional fees—see website. All activities, except the afternoon tea, include a box lunch. A Pre-conference Recreation Activity confirmation email will be sent the week before the conference.



AFTERNOON TEA IN THE RALEIGH ROOM

(1:00-3:00 p.m.)

Come enjoy the taste of the finer things in The Raleigh Room at the Cavalier Resort, a re-imagined social space that nods to the traditions of our grand historic hotel. The timeless ritual of Afternoon Tea served at The Cavalier offers luxurious china, elegant surroundings, and delicious selections of scones, tea sandwiches and a sumptuous display of sweets.



BIKES ON THE BOARDWALK: SELF-GUIDED BIKE TOUR

(1:00-2:30 p.m.; 2:30-4:00 p.m.)

The 3-mile-long Virginia Beach Boardwalk was built with cyclists in mind. With separate biking and walking paths, cyclists can ride their bikes along the coast without having to dodge pedestrians or cars. Our VSAE customized self-guided tour will take you to the Navy SEAL Memorial, the Norwegian Lady Statue, the Old Coast Guard Station, and other fun locations. Choose from two tour times.



GOLF AT BROAD BAY GREEN GOLF COURSE

(11:00 a.m.-4:00 p.m.)

Broad Bay Country Club's traditional parkland-style championship golf course was crafted by the design team of Edmund Ault and Tom Clark to blend seamlessly with its beautiful natural surroundings in the gently rolling hills of Virginia Beach. Towering trees frame emerald fairways and manicured greens, with striking bunkers and picturesque water features creating both strategic diversity and a stunning backdrop for golf.



TARNISHED TRUTH DISTILLERY TOUR & TASTING

(1:00-2:30 p.m., 2:00-3:30 p.m., 3:00-4:30 p.m.)

Guests will be guided through the production side of the Tarnished Truth Distillery at The Cavalier, where they will learn about the process by which the spirits are crafted. The tour ends in the tasting room with the option to sample their spirits. Guests will continue the fun with a private party at The Cavalier Beach Club Bar & Grill and receive a complimentary beverage. Choose from three tour times.

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GET TO KNOW THE 2021–2022 VSAE

Thank you, members, for casting your votes for the 2021–2022 Officers and Directors. In an effort to help you get to know the new VSAE leadership a bit better, we asked them three questions: **1. What was a POSITIVE thing that happened to you during this past year?** **2. What do you enjoy most about being a VSAE member?** **3. What shows have you been streaming during the pandemic?**

OFFICERS

PRESIDENT

Maureen Dingus, CAE
Chief Operations Officer
VA Society of CPAs



1. I finished knitting an amazing shawl which I never thought I could do.
2. I love not having to explain where I work and what an association is to all the amazing people I've met.
3. I can't resist craft competition shows like *The Great Pottery Throw Down* and *Blown Away*.

PRESIDENT-ELECT

Steven Williams, CAE
Partner
Hardiman-Williams, LLC



1. My daughter plays college soccer and my son plays high school baseball. The seasons have been cut short because of COVID, but a silver lining is how important, competitive, and fun student athletes are making each and every game. Oh, and I got my CAE!
2. The friends and colleagues I've come to know through VSAE are no doubt the biggest "perk" of my membership. There isn't a single person I've met that I could not call to ask for help—professionally or personally.
3. I'm old school and don't watch a lot of television, but when I do my go-to is *The Andy Griffith Show*. Corny? Maybe. But there are a lot of great life lessons in that show—like how to treat others, the value of hard work, enjoying the simple things, and having fun.

TREASURER

Stewart Hinckley
President & Chief Executive Officer
Ruggles Service Corporation



1. We were able to develop our meeting app for live streaming.
2. Sharing of ideas.
3. *The Office*.

SECRETARY

Shannon McCabe, CAE
Executive Director
Association of Consulting Foresters



1. Professionally, I learned that my members could embrace technology leading to efficiency and improved member service. Personally, my husband and I bought a travel trailer so we can camp with our dogs and have enjoyed little getaways with them.
2. I most enjoy the professional and personal connections I've built with fellow VSAE members and knowing I have a network to lean on for answers, advice, and support.
3. I haven't gotten into many new shows recently, *Schitt's Creek* being the exception—what a fantastic show! Since *Friends* has been removed from streaming networks, *How I Met Your Mother* (for the 50th time) has become my "background" show.

IMMEDIATE PAST PRESIDENT

Phyllis Errico, JD, CAE
General Counsel
VA Association of Counties



1. Reconnected through technology with old friends who live a distance away from me. (Yes, zoom happy hours!)
2. The relationships that belonging to this organization foster.
3. *The Bosch* series based on the police detective books by Michael Connelly and *My Brilliant Friend* based on the books by Elena Ferrante about two friends in the 1950s growing up in Naples Italy.

DIRECTORS

Corey Clayborne, FAIA, NOMA, MBA
Executive Vice President
American Institute of Architects, VA



1. The birth of our second daughter on December 16, Cassandra Lynn Clayborne.
2. The fellowship with my colleagues at the annual CEO Retreat [in person].
3. *The Neighborhood*. Absolutely hilarious.

Sarah Gouger

Executive Director, The Builders' Exchange Association of VA



1. Learning to rest and slow down was a good and needed lesson. My relationships also deepened as I had to be more intentional in connecting with people. It gave me a greater appreciation for what I have in my life and for the lessons learned during this time.
2. I enjoy the fellowship most of all with an amazing group of professionals. Any time I have a need or a question I know I can ask someone in VSAE for advice and help. I can always find someone who has experience in an area I need advice on. It is an encouraging group that seeks to build each other up and encourage along the way.
3. *The Great British Bake-off*, *Blown Away*, *The Big Flower Fight*—mostly competitive creative shows.

Amy Hewett, CAE

VP of Strategy & Communications
VA Health Care Association



1. While it was the most difficult year for our members (nursing homes and assisted living communities), we truly got to see the value and impact of our work as we gave them the resources they needed to protect the frail and elderly in their care who were so vulnerable to the virus.
2. I most enjoy the friends and connections I've made over the years. It's awesome to see everyone grow in their careers and personal lives.
3. I found the magic that is *Parks and Recreation*. Somehow I missed it during its initial run, but watching it last spring was the perfect comic relief.

Christina Lewellen, MBA, CAE

Executive Director, Association of Technology Leaders in Independent Schools



1. With dealing less with travel schedules, meetings, and logistics, I was able to focus on projects that advanced my association

OFFICERS AND DIRECTORS

and ways to give back to the association community.

2. The sense of community and how accessible it feels. It was easy to jump in, even in a virtual environment, and feel like a part of the VSAE group.
3. Anything in the genre of true crime and documentaries!

Carter Lyons, CAE

Director of Communications
Associated General Contractors of VA



1. Without question, the most positive aspect of the past year has been the unprecedented time with my kids. That blessing has added any number of challenges, but the opportunity to be a part of their day and having a front row seat while they're learning and growing is something I'm truly thankful for.
2. I'm so grateful for the community of people that is VSAE as well as the opportunity to constantly learn and grow from and with other members. I can't wait to see everyone in person again!
3. I typically don't watch a ton of TV, but we did watch *The Crown* and I'm looking forward to the next season!

Lisa Noon, CAE, RCE

Vice President
Organization Management Group



1. The birth of two granddaughters, and now the arrival of our third granddaughter this year.
2. The connections I have with some really talented people.
3. *The Great* (about Catherine the Great) and a lot of the Hallmark Channel.

Kyle Shreve

Executive Director
VA Agribusiness Council



1. My family stayed happy and healthy through the entire year.
2. I enjoy sharing in the knowledge and experience of my peers. Networking at VSAE events and sharing in those experiences at our SIG meetings has been incredibly valuable.
3. I have 5- and 2-year old boys, so we stream a lot of Disney+. In between that and

sports, my wife and I have been catching up on *The Handmaid's Tale*.

Abby Tammen

Chief Executive Officer, Charlottesville
Area Association of REALTORS



1. I learned new ways to feel connected to family and friends. I've become a great Zoom host. I remembered how much I like in-person events.
2. A network of peers who GET me and understand the ins and outs of association management so I don't have to explain the context of an issue before asking for help. And even if they don't have a resource to assist in my challenge, they have a great listening ear.
3. My husband and I watched *Tiger King*, *Ozark*, and *Cobra Kai* pretty early in the pandemic. I've since decided to stick to the more innocuous shows on Disney+.

Bruce Whitehurst

President & Chief Executive Officer
VA Bankers Association



1. The unexpected gift of more time with the family, with our college and grad school children back home for several months and our youngest in virtual high school.
2. Networking with peers and all the great members from the hospitality industry.
3. Too many! My top picks are *Ted Lasso*, *The Undoing*, and *Yellowstone*.

ASSOCIATE MEMBER

James Gelfand

Vice President of Sales and Revenue
Kingsmill Resort



1. This past year pushed us to places we had never been. The pandemic brought leadership and associates closer together than ever before. We were forced out of our comfort zones and had to adjust often to the protocols and mandates issued while at the same time offer services and experiences that our clientele was expecting.
2. The networking opportunities, building new relationships, and most importantly, learning about and from fellow board members and member associations.
3. *The Ranch*, *City on the Hill*, and reruns of *Two and a Half Men* (with Charlie of course)!

Mark Your Calendars!

AMC Retreat



July 13, 2021

Richmond Marriott Short Pump

VSAE.ORG/AMCRETREAT

Meeting Planner Summit



July 29-30, 2021

Hotel Madison & Shenandoah
Conference Center

VSAE.ORG/MPSSUMMIT

CEO & Senior Staff Retreat



September 13-14, 2021

The Omni Homestead

VSAE.ORG/CEORETREAT

Fall Conference & Expo



October 6-7, 2021

Hilton Richmond Downtown
& Greater Richmond
Convention Center

VSAE.ORG/FALL

Spring, Hope, and Renewal

Terry Monroe, MBA, CAE, VSAE Executive Director

Spring is the season of hope and renewal: the start of a new baseball season, the beauty of flowers and trees blooming, (and sneezing for us allergy sufferers), the smell of freshly mowed lawns, the joy of children searching for Easter eggs.

Spring 2020 brought something else, a global pandemic that took away so many of the good things we associate with the season. Spring 2021 tells a different story. True, things haven't returned to "normal," but hope is returning. Baseball is back with fans in the stands, vaccinations make it possible to hug our loved ones, and travel has picked up.

For VSAE, its members and their organizations, Spring 2021 brings hope for better times ahead and changes to how we work and do business. On a positive note, the past year showcased like no other the value of associations to their members and their communities. It also accelerated the adoption of virtual learning and engagement. Coming out of COVID, many organizations are re-examining their programs and services, internal capabilities, and staff skillsets.

"Hope springs eternal in the human breast; The soul, uneasy, and confin'd from home, Rests and expatiates in a life to come."

Alexander Pope, c 1732

The shift from in-person to virtual has expanded opportunities for association professionals from across the Commonwealth to experience all that VSAE has to offer and has raised awareness of and interest in VSAE. Building on this success, beginning in June, VSAE monthly seminars will be hybrid events, allowing for virtual participation from those unable to attend in-person. The first hybrid monthly seminar will be our June 4 seminar, "Creating the Future of Meetings & Events."

We're also hearing a great deal of excitement and enthusiasm from members about coming back together June 27-29 for the Annual Conference at the new Marriott Virginia Beach Oceanfront. The theme of this year's conference, "Reconnect, Reimagine, Recharge," speaks to reconnecting with friends and colleagues, sharing the lessons learned over the past year,

and recharging in beautiful Virginia Beach.

We're excited to bring you a nationally renowned set of speakers who'll entertain, enlighten and educate. Sessions include: understanding and serving digital customers; learning best practices and capabilities for reinventing your association; strengthening sponsorship and partner programs; advancing diversity, equity and inclusion initiatives; adopting data-driven decision making; building a passionate and engaged membership; predicting the future of meetings and events; and learning how small improvements can make a big difference.

If you haven't done so already, I encourage you to register ASAP, as hotel rooms are going quickly. Register at vsae.org/annual. Can't wait to see everyone soon, as the hope and renewal of Spring carries us into the rest of the year.



**WHERE DRESS PANTS ARE STILL
OPTIONAL**

**VSAE ANNUAL MEETING
IN VB THIS JUNE!**

Irresistible breakout sessions ahead. Here, there is something about the scenery, salt air, and variety of experiences that is sure to inspire your group. Take your team on an adventure beyond the boardroom in Virginia Beach.

**VIRGINIA
BEACH
LIVE THE LIFE**

VBMEETINGS.COM

PARTNER HIGHLIGHT – LANSDOWNE RESORT

With 55,000 square feet of indoor and outdoor event spaces and a 25-year-plus legacy, Lansdowne Resort has earned its distinction as the best DC-area conference center and will proudly **host the VSAE 2022 Annual Conference**. Nestled along the banks of the Potomac River in Leesburg, Virginia, the property delivers an idyllic setting for your members to discover the transformative moments that drive momentum and promote personal well-being.

DISTANCED BY DESIGN

In addition to 500 acres of open space that promote social distancing across the grounds, a dedicated wing of immaculately renovated meeting and event spaces ensures associations enjoy safe seclusion at Lansdowne Resort. Event planners are welcome to conduct site inspections either virtually or in-person, yet safely distanced, to accommodate your comfort level.

CLEAN & CONTACT-FREE

Whether planning a face-to-face or hybrid gathering, Lansdowne Resort's event spaces offer capacity for up to 900 plus flexibility for six-foot spacing in room setups. Additional protective protocols include advanced cleaning and sanitization of guestrooms, group venues, and shared equipment, as well as paperless registration and cashless transactions. These rigorous efforts have allowed the resort to keep its doors open with zero interruption to guest access.

GATHERING WELL

Together with Dejjia Harmony, an innovator in health and wellness, Lansdowne Resort has developed the "Harmony Way of Life," which is infused into every guest experience to empower individuals on their journey to well-being. Associations have the option to treat their members to a variety of on-site, expert-guided wellness enhancements—from presentations on an all-natural respiratory and immune health supplement to Yin Yoga sessions to traditional spa treatments and everything in between.



MINDFUL FOOD & BEVERAGE

The culinary team at Lansdowne Resort crafts seasonal menus based on the foundation of the five elements—wood, fire, earth, metal, and water—as they relate to the five tastes and five senses. Each dish served at catered events and in the property's restaurants is crafted to enhance overall health.

BLISSFUL ACCOMMODATIONS

Designed with unconditional comfort in mind, accommodations at Lansdowne Resort range from guestrooms offering 350 to 380 square feet of personal space to luxury suites showcasing additional settings for lounging, dining, and entertaining. All accommodations are well-appointed with premium bed linens and bath amenities, plush robes, and more.

CHAMPIONSHIP GOLF

Discover the traditions of great golf at Lansdowne Resort. Featuring player-friendly designs by

Robert Trent Jones and Greg Norman, the property's 45 holes of Troon golf harmonize with the rolling landscape along the Potomac River. Experience the friendly atmosphere of the clubhouse and focused instruction—tailored to any skill level—by top golf pros.

To ensure seamless budgeting for your next association gathering, take advantage of comprehensive meeting and event packages offered by Lansdowne Resort.

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Experience Association Meetings, Done Well

Begin planning your next gathering at LansdowneMeetings.com or 703.729.8400

EVENTS • ACCOMMODATIONS • SPA
MINDFUL DINING • WELLNESS • GOLF

 **LANSDOWNE**
RESORT
discover your momentum

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AROUND THE COMMONWEALTH



Congratulations to **Hilton Richmond Downtown** for winning the Green Hotel of the Year award from Virginia Green Travel.

Linden Row Inn and **Casey Watson**, their Director of Sales, were recently spotlighted on the Richmond Weddings blog at richmondweddings.com/wedding-blog/

Joann McElmurray, CAE now works for Global Event and Meeting Management in Hilton Head Island, South Carolina.

HEALTH CARE CORNER



In today's workplace the growth and financial success of your business is inherently tied to the sophistication of your back-office personnel and the tools made available to them to manage your most important assets, your people!

While Human Capital Management (HCM) is not exactly a new idea, it is still a big concept that is largely misunderstood by many small and mid-sized businesses (SMBs). While these types of tools are newly available to SMBs, they have been widely used by large national and multinational employers for well over 20 years because they have a significant impact

on productivity and profitability.

If you are trying to lead your business through COVID-19 and still dealing with a paper or manual process for anything from recruitment to retirement, we would love the opportunity to show you a better way that will have a significant impact on your success.

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