

VSAE Fall Conference & Expo

October 6–7
Greater Richmond
Convention Center and
Hilton Richmond Downtown

Join your VSAE colleagues for Virginia's annual premier event for association executives, professional meeting planners, and others who are involved with holding meetings or events. Interact with representatives from meeting venues and service providers throughout the Commonwealth and beyond in the Exhibit Hall. Enjoy the insights of high-caliber content leaders on a variety of issues affecting the association industry. All while networking with your association peers! **See pages 4 and 5 for all the details!**

Meet VSAE's DEI Taskforce



VSAE President **Maureen Dingus** is happy to announce that the following VSAE members have agreed to serve on the association's newly established Diversity, Equity, and Inclusion (DEI) Task Force:

- **Abby Tammen**, CEO, Charlottesville Association of Realtors (Chair)
- **Bruce Whitehurst**, President & CEO, Virginia Bankers Association (Vice Chair)
- **Mariama Boney, LMSW, CAE**, Interim Executive Director, Advocates for Children and Youth
- **Kelly Ann Gull, CAE**, Senior Manager, Governance & Executive Office, National Society of Professional Engineers
- **Tom Hardiman**, Partner, Hardiman-Williams, LLC
- **Bob Hudson**, Director of Sales, Hilton Richmond Hotel & Spa at Short Pump
- **Bailey Kasten, CAE**, Chief Data Officer, Design-Build Institute of America
- **Nicole McAllister**, Director of Communications, Independent Insurance Agents of Virginia
- **Sonnica Montemayor, CAE**, Deputy Executive Director, Virginia Forestry Association
- **Susan Park, CAE**, Executive Director, Coastal and Estuarine Research Federation

The Task Force was established in May 2021 to encourage opportunities for discussion and education among VSAE members relating to DEI, share resources and best practices, and help define what diversity, equity, and inclusion means to the association and its membership.

"I thank each of these individuals for stepping forward to serve on the Task Force and to lead this important initiative," said Dingus. "We're hopeful that the discussions, activities and outcomes that come forth from this effort will serve as a resource to our members and

continued on page 7 >

UPCOMING EVENTS

THURSDAY, SEPTEMBER 16

Virtual Seminar

Increasing Membership
Engagement via Effective
Learning Strategies
Sponsored by D2L

WEDNESDAY, SEPTEMBER 22

Webinar

Advertising, Onboarding,
and Retention
The Key to Lowering Your Turnover

WEDNESDAY, OCTOBER 6–

THURSDAY, OCTOBER 7

Fall Conference & Expo

Greater Richmond
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FRIDAY, NOVEMBER 5

Seminar with Lunch

Hilton Richmond Downtown

FRIDAY, DECEMBER 3

AWARDS LUNCHEON & SILENT AUCTION

Hilton Richmond Short Pump

FRIDAY, JANUARY 7

Virginia Political Outlook

FRIDAY, FEBRUARY 4

Seminar Series

FRIDAY, MARCH 4

Seminar Series

THURSDAY, MARCH 24–

FRIDAY, MARCH 25

Meeting Planner Summit

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The Virginian Hotel
Widespread Risk Advisors

Leadership reflections



Maureen Dingus, CAE
VSAE President

Last September, I tuned into the season kickoff of Brené Brown's "Unlocking Us" podcast and heard just what I needed. The episode explored what she called one of her favorite subjects and least favorite experiences ... Day 2, also called the second act or the messy middle. She described it as the place we walk through to get to the other side of the darkness.

Now a year later, I needed to listen again.

September is supposed to be a new beginning. Where I work, the VSCPA, it's the kickoff of our "busier" season when we produce more programs and meet with members. It's also when kids return to school, and we all hit the reset button for a new year. For me, this time is fresh, fun and exciting.

But, this September doesn't feel quite right. Neither did the last one. I don't know about you, but I'm feeling a little whiplash. We had a glimmer of hope at the Annual Conference, but now that glimmer is fading fast.

For some, the messy middle is starting to feel like a permanent place. It is even pushing many to experience chronic stress. In a recent roundtable with our CPAs, I was surprised how many of our members quickly and readily admitted to facing chronic stress and the impact it has had on their lives.

"...if we believe in ourselves, if we reach out together, and if we lean into a little bit of grace, we can get through this."

I'm not sure why I was surprised. The never-ending tax season, changing regulations, isolation and uncertainty can add up to some messy stuff.

According to Yale Medicine, chronic stress is a consistent sense of feeling pressured and overwhelmed over a long period of time. Some of the symptoms include aches and pains, insomnia, unfocused or cloudy thinking, increased alcohol use, and change in emotional response to others. Does anyone relate?

We all can probably recite the suggested treatments...exercise, healthy foods, more sleep and making time for leisure activities. Yale Medicine also suggests learning time management techniques, setting realistic goals and practicing mindfulness. Have you committed to any of these? If so, can you invite a friend or family member along?

Brown says, "The middle is messy, but it's also where all the magic happens, all the tension that creates goodness and learning." She says if we believe in ourselves, if we reach out together, and if we lean into a little bit of grace, we can get through this.

We can't ignore chronic stress and let it beat us down on our way out of the messy middle. If we take care of ourselves, our teams and each other, we can find that magic together.



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SCHEDULE

Wednesday, October 6

Hilton Richmond Downtown

2:00 p.m.

Registration Opens

2:30 – 5:00 p.m.

WORKSHOP

**Jobs To Be Done: A Method to Perfectly Match
Your Offerings to What Customers Need**

Tracey Betts, Boldr Strategic Consulting

5:00 – 6:30 p.m.

Networking Reception

Thursday, October 7

Greater Richmond Convention Center

8:00 a.m.

Registration Opens

8:00 – 9:00 a.m.

Breakfast

9:00 – 9:45 a.m.

KEYNOTE PRESENTATION

Most People Don't...and Why You Should

*Bart Berkey, Most People Don't, LLC**

10:00 – 11:30 a.m.

MORNING BREAKOUT SESSIONS (CHOOSE ONE)

**How to Move Your Should Dos to DONE,
by Doing What Most People Don't**

*Bart Berkey, Most People Don't, LLC**

Breaking Up the "Old Girls/Boys Club" —

**Making Way for New and Diverse Voices in Your
Volunteer Groups**

Bailey Kasten, CAE, Design-Build Institute of America

11:30 a.m. – 2:30 p.m.

Expo in Exhibit Hall

12:15 – 1:30 p.m.

Attendee Lunch in Exhibit Hall

2:30 – 3:45 p.m.

AFTERNOON BREAKOUT SESSIONS (CHOOSE ONE)

**Ethical Considerations in Diversity, Equity &
Inclusion: Foundation for Your Profession**

Clare K. Levison, CPA, CGMA, Inspired Responsibility

Vivian J. Paige, CPA, CGMA, Vivian J. Paige, CPA, PC

Meeting in the Time of Social Distancing:

Rethinking Room Sets and Food & Beverage

Bryan Panhorst, Greater Richmond Convention Center

Richard Mosley, ARAMARK

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CONTENT LEADERS



Bart Berkey



Tracey Betts



Bailey Kasten, CAE



Clare Levison, CPA, CGMA



Richard Mosley



Vivian Paige, CPA, CGMA



Bryan Panhorst



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Hotel Madison & Shenandoah Valley
Conference Center

Hyatt Regency Tysons Corner Center
IdeaWeavers
James River Audio Visual Services
Jamestown Settlement
Jepson Alumni Center
Kingsmill Resort
Lansdowne Resort
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Marriott Fairfax at Fair Oaks
Marriott Virginia Beach Oceanfront
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Natalie Kent Photography
Naylor Association Solutions
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Sheraton Reston Hotel
Sheraton Virginia Beach Oceanfront Hotel
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NEW COVID PROTOCOLS

Effective immediately, anyone attending a VSAE in-person event shall be required to provide proof they are fully vaccinated against COVID-19, or present a negative result from a test administered no more than 72 hours before the start of the event. **Email proof of vaccination to info@vsae.org as soon as possible, but no later than 72 hours before the event. After that, bring it with you to show when picking up your registration badge.**

LET'S RECAP— SIG-a-Palooza

On Thursday and Friday, August 12 and 13, members joined together for virtual gatherings of VSAE's Shared Interest Groups (SIGs), at the annual **SIG-a-Palooza**. There were seven member-led groups that offered a forum to discuss what matters most with fellow association colleagues. Following is a recap of each SIG.

AMC SIG

The AMC SIG kicked off SIG-a-Palooza on Thursday, August 12 at 9 am. Members of the SIG engaged in very thoughtful conversations about board-staff relationships and managing personalities; dealing with the COVID delta variant at upcoming meetings; the future of virtual, hybrid, and in-person meetings; AMC staffing in an increasingly remote workplace; as well as other recent challenges facing AMCs. It was a very productive and intimate conversation that started SIG-a-Palooza off on the right foot!

Associate Member SIG

The Associate Member SIG attendees discussed several topics we are currently navigating:

- Understanding how all our roles have changed/shifted as we move forward and out of COVID. Many are working dual group markets and helping in new areas such as food service, banquets, housekeeping, etc.
- The ways that hotels are dealing with COVID restrictions—both with individual transient stays and group events. We shared meeting room set-up ideas, and potential offerings that are no additional cost to the client—whatever it takes to make the guest happy.
- How meeting planners can help us, with our reduced staffing levels, to still achieve a productive and successful meeting by planning their needs sooner.
- Best ways to deal with last minute RFPs, increasing workloads and demands, and “one-stop shopping,” in which sales people are handling all aspects of events.

CEO SIG

The CEO SIG had a great conversation about the future of the workplace. Members brought

Participation in Shared Interest Groups (SIGs) is now open to ALL VSAE members!

up issues and concerns about staff morale in the *new normal*, what to do about vaccine requirements, how to balance virtual versus in-person offices, and how flexible offices can afford to be going forward. A focus of the conversation was the idea of office culture—some already had developed an open, flexible office culture before the pandemic; others are struggling with how to change a more formal or regulated structure to one that better fits what is happening today. We also welcomed a new member to our group, April Thomas. Welcome April!

Communications & Marketing SIG

The Communications & Marketing SIG's meeting had a theme, “Engaging Members and Sponsors.” The group discussed changes that they've seen to their digital communications and social media engagement related to the pandemic and the continued need for virtual meetings. They discussed creative ideas to reach their members (like inserting videos into newsletters rather than just text) and new offerings to entice sponsors to continue their support (like virtual trade shows via apps and speed networking events). The meeting concluded with attendees sharing their favorite websites that spark creativity.

Government Affairs SIG

Members of the Government Affairs SIG developed plans for the SIG's future. The new SIG Chair, Chris McDonald, opened the meeting with a brief rundown of the General Assembly's recent actions during the Special Session regarding Virginia's American Rescue Plan (ARP) funds, Court of Appeals seats, and Governor Northam's signing of the revised budget bill. McDonald noted that the legislature would be back later this fall to deal with the recently released 2020 census data and redistricting.

The bulk of the meeting was a lively discussion about the future of the SIG and the ideas and plans members would like to see implemented. They discussed hosting panels on best practices in government affairs, developing better relations between VSAE and the legislature and House and Senate clerks' offices, bringing in subject matter experts for seminars, holding various networking events throughout the year, recruiting new members to the SIG, and better leveraging the SIG's collective experience and expertise. The common theme that prevailed was that in order for the SIG to thrive, there must be consistent and robust communication and engagement amongst members throughout the year. The meeting ended on a positive, energetic note, highlighting the wealth of new ideas discussed and the bright future that this SIG has ahead of it.

Meeting Planner SIG

The Meeting Planner SIG shared practical strategies for how to host and run an in-person event during COVID. We discussed everything from writing and sharing event safety statements to how to get large groups through registration. We shared new room set ups that let people choose their physical distancing comfort level and how to host a gala where everyone stays in their seat and still has a good time. We are thinking outside our old boxes and sharing our hard-won knowledge with colleagues in the hope that our creativity can fuel theirs. The Meeting Planner SIG was full of amazing ideas and we all happily filched them from each other. We're nice like that.

Senior Staff SIG

The main topic of conversation for the Senior Staff SIG was around the changes we've made to meetings in the last year. We discussed the fact that sometimes those changes were intentional, in response to the remote environment, and some were less by design, evolving as a result of circumstances around us. We discussed the elements that are here to stay as well as those that are temporary solutions. Our next meeting will likely be in the fall, and will focus on DEI efforts in our organizations.

> **DEI Task Force**, continued from page 1

their organizations as they too go on this DEI discovery journey.”

“Through open, probing, and meaningful conversations, the Task Force can develop policy statements and action plans that allow for the Board of Directors to weave DEI throughout the fabric of VSAE’s activities and actions,” stated Tammen. “We look forward to engaging with members throughout the process to encourage feedback and understanding.”

We asked each Task Force member questions about DEI and what their journey has been. Here are some responses. Read more at vsae.org/blog.

WHAT DOES DIVERSITY, EQUITY, AND INCLUSION (DEI) MEAN TO YOU?

MB: DEI is the collective strength of individual cultural backgrounds, experiences, identities, perspectives, ideas, values, and talents coming together to make the whole better, thus maximizing collective results for our community, industry, and the world. DEI invites all of us in and offers the opportunity for and access to leadership, advancement, and better living. DEI challenges us to include the perspectives of those who can help us be better, achieve more, and feel like we matter and are valued.

KG: To me, DEI is about voices. Whose voice are you allowing into the conversation? When can you offer a healing voice? How do you raise your voice to lift others, educate and illuminate? Do you know when it is time to silence your voice, listen, and reap the wisdom an individual has to offer? Awareness of the power of a multitude of voices and experiences when confronting a problem, improving business practices, celebrating triumphs, or just plain existing with mutual understanding and reverence is always at the forefront of my mind.

TH: When I hear DEI, I think of treating people with fairness and respect. Listening and empathizing with their



**Mariama
Boney**



**Kelly Ann
Gull**



**Tom
Hardiman**



**Bob
Hudson**



**Bailey
Kasten**



**Nicole
McAllister**



**Sonia
Montemayor**



**Susan
Park**



**Abby
Tammen
Chair**



**Bruce
Whitehurst
Vice Chair**

story rather than quickly offering my opinion on how to fix the problem.

BH: To me, DEI means creating environments where all individuals are welcomed and treated fairly.

BK: Diversity, Equity, and Inclusion are the principles we will use to form action plans to undo the systemic racism, sexism, ableism, and other forms of oppression that exist for us all in our personal and professional lives. By using DEI as a lens through which we view the way that we lead and perform, we are constantly assessing the way that we interact in relationships and the effects of our decisions, policies, and actions on all stakeholders. The focus on these principles gives us the framework and the diligence to keep in check our own privileges, particularly

as leaders of organizations, and to participate in building a stronger society for us all.

SM: I heard this quote a few years ago and it resonated with me. “Diversity is being invited to the party. Inclusion is being asked to dance.” - Verna Myers, diversity and inclusion expert. It’s a good reminder that while it’s important to get people in the room that are different from us, that is just the first step. It is far more important that their voices be heard, and their experiences carry equal weight as those who have always been in the room. The latter is not always easy to accomplish despite the best of intentions.

SP: To me, DEI means not only that everyone in our community feels a sense of belonging, but also that our community is better for the inclusion of all.

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Four Ways to Build on Your Pandemic Shift to Digital

Many associations went from zero to 60 in the shift to digital over the past year. Now what? Keeping up with a new technology landscape and building on what you've learned is essential to future success.

A lot has changed this past year. Before last March, a Zoom meeting may have required a lengthy introduction explaining the technology. Today it is ubiquitous. We meet in teleconference rooms, attend virtual tradeshow, and have come to know our coworkers' home decor, children, and pets.

The change in the way we conduct business is here to stay, and as a result, associations need to rethink their business models and prepare for the future as they face the heavy responsibility of delivering value and relevant information to members. Due to COVID-19, this responsibility has become more difficult than ever. Now it is essential to discover and implement new pathways to connect with your community and deliver value.

Members want to feel part of a connected and innovative community. Whether that's as simple as sharing ideas in digital spaces with like-



Being able to put a face and a voice to a name goes a long way in fostering trust and building relationships with your current and potential members.

minded people or as complex as attending a large conference, they want to be part of something that represents opportunity. Failure to deliver such an experience puts your entire association at risk.

Association leaders need to continuously evaluate resources to ensure they can fulfill the association's purpose. This may not be an entirely pleasant process and sometimes requires retooling your team to ensure the organization has the skill sets and capabilities it needs to deliver. The result, however, will be a re-engaged

membership and a thriving association poised for continued success.

Here are four ideas to keep the momentum going.

1 Create meaningful content for your audience. Become a publishing machine. Harness your expertise and create case studies, blogs, white papers, videos—anything that offers solutions to the problems your members face. Push them out to your community in a variety of digital channels, including your website, social media, and newsletters. Watch as your membership absorbs your new content, then participate in the conversations that your work inspires. That's how you become a true thought leader.

2 Make video part of your content schedule. Getting started in video requires very little upfront investment. Phones have powerful cameras now, so all you need is a lapel microphone and a tripod. Create videos that answer common questions that your members have, host interviews with your leadership team to convey your association's core values, and invite members to participate in recorded conversations about topics that are



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important to them. Being able to put a face and a voice to a name goes a long way in fostering trust and building relationships with your current and potential members.

3 Get more active on social media.

Conversations are happening on social media all the time, and many of them are relevant to your members' success. You need to be a part of those conversations, offering valuable information and establishing yourself as an authority in the field. If you don't have a strategy for social media engagement, or if you lack the staff to follow through on a strategy, your association could quickly become irrelevant.

4 Develop new ways of engaging members online.

This goes beyond simple email campaigns or a piecemeal social media effort. A comprehensive digital strategy combines thought leadership (blogs, white papers, webinars), email marketing, user engagement, and social media. Many new members are young. They find their news on social media and through their networks on LinkedIn, not by picking up a newspaper or reading a flyer. Your association needs to meet your audience where they are. If you aren't there, you risk being forgotten.

The pandemic has shown many associations that they are behind when it comes to succeeding in the digital age. If you've been too reliant on old-school styles of communication, the sudden shift to digital may have caused some stress. But the good news is, it's not too late! You can get your association on track to engage your existing members and attract new ones using digital platforms and strategies.

ABOUT THE AUTHOR



Perry Boeker is Principal at Red Rocket Creative Strategies in Vancouver, British Columbia.

He can be reached at perry@redrockcreative.com.



Bikes for Kids 2021

VSAE is proud to again be supporting the Bikes for Kids initiative. Thanks to VSAE member **Andrew Mann** for his leadership and commitment to this program.

Bikes for Kids provides brand new bikes through Christmas Mothers of the Capitol Region for families in need. The goal is to buy 450 new bikes and helmets. And, **Rick Eisenman** has stepped up and offered to match up to \$4,000 in donations from VSAE members.

Contact Andrew at andrew@societyhq.com when you donate so he can make sure the amount gets matched.

Volunteer for the Silent Auction Task Force

The Silent Auction Task Force is looking for a few good volunteers to assist in supporting VSAE with another successful philanthropic silent auction. Don't miss this opportunity to do something positive this holiday season. Contact **Pamela** at pamela@vsae.org.

The Silent Auction is held in conjunction with the Awards Luncheon on Friday, December 3 at the **Hilton Richmond Hotel & Spa at Short Pump**.

CAE Fall Study Group Begins September 28

Registration is open for VSAE's Fall CAE Study Group, which begins September 28 and meets virtually each Tuesday from 8:30 to 10:00 a.m. through November 16, with a review session on Monday, November 22. Each of the nine sessions is led by an experienced CAE.

The CAE Study Group is free to VSAE members and \$150 for non-members.

To learn more and to register, visit vsae.org/cae-study-groups.



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> **DEI Task Force**, continued from page 7

AT: When an organization states a commitment to DEI, they are sharing their resolve to think and act beyond the needs and purpose of one individual or one segment of the group. There is a recognition that the contributions and active engagement from all members are important to the success of the organization.

BW: Inviting and welcoming everyone to the table, truly wanting everyone to be at the table and valuing everyone's input equally.

WHAT DO YOU HOPE TO SEE THE TASK FORCE ACCOMPLISH?

MB: I hope to see the Task Force develop a visionary and member-supported DEI statement of commitment, DEI principles, and a member survey about DEI priorities. All of these efforts will help expand the reach of VSAE and invite members into the process of providing their

feedback and sharing their success, challenges, and needs. Then, the real work begins for the Board to dig deep and shift!

KG: I am relatively new to VSAE and was impressed to see that the VSAE Board acted quickly to revisit their strategic plan and address DEI issues. It is my hope that the Task Force members can learn from each other, gather information about current member needs, and advise the Board in developing strategies to address challenges and metrics for success.

TH: I hope to learn some best practices and policies that we can share and implement within our management company and with our clients. I also hope to learn more about the individuals on the Task Force.

BH: I hope we are able to give input to help organizations be aware of their own impression as they welcome members.

BK: I hope that the Task Force will create a DEI statement that describes the kind of organization that VSAE aspires to be and provides clarity and direction to the Board and Committees on how to move forward and make that vision a reality. I'd also hope that VSAE members will feel connected to the process and feel energized to participate in the opportunities and offerings that follow the commitments made in the statement.

NM: My hope is that the DEI Task Force will be able to provide VSAE and its members with a shared understanding and direction for strategic planning and decision making across the association management landscape to achieve sustainable DEI.

SM: Aside from a moral standpoint, I see DEI as an extremely successful business strategy. We have all read the stories of associations and even industries dying on the vine because they couldn't or wouldn't adapt and embrace the inevitable future. It would give me great pleasure to see VSAE be a case study for DEI as a successful business strategy. I hope for a future where DEI initiatives don't exist outside of normal SOPs and instead are the foundation of the organization and the perspective from which all decisions are made.

SP: I feel it is important that we see all aspects of VSAE through a diversity lens, so that it is not an afterthought or a separate activity, but incorporated into everything that VSAE does.

AT: The formalization of the Task Force shows the VSAE membership that we have not only a desire, but a commitment to be an organization that thrives on the differences and uniqueness of each member. While we diversify and grow VSAE, our members will have a firsthand opportunity to utilize these same tools, programs, and policies within their own organizations.

BW: Best practices and idea sharing for how associations can be great resources for and examples to their members.

Read more at vsae.org/blog.



HEALTH CARE CORNER

Small employers who want to offer a small group health care plan to their employees often cannot afford the required employer premium match and have difficulty meeting employee participation requirements. The good news is there is a window of opportunity that allows employers to pay as little as 0% of the employees' premium and there is no need to meet the participation requirements. It is commonly known as the Federal Special Open Enrollment period and it runs from November 15, 2021 to December 15, 2021 for January 1, 2022 effective dates.

Please contact me at mdise@apgroupinc.com or Lee Biedrycki at lee@benefinder.com with any questions.

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



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PARTNER HIGHLIGHT:

The Mid-Atlantic's Newest Contemporary Oceanside Resort Hotel

The new Marriott Resort Virginia Beach Oceanfront, a 305-room, \$125 million hotel is the second phase of the acclaimed Cavalier Resort, which includes the Historic Cavalier Hotel and Beach Club. The new Marriott features two chef-driven signature restaurants, 25,000 sq. ft. of modern meeting and event space, expansive oceanside outdoor social spaces, and sweeping views of Virginia's pristine coastline.

While the Historic Cavalier Hotel blends classic southern charm with rich vibrant colors and elevated services and amenities, the new Marriott exudes comfortable luxury and a contemporary aesthetic inspired by its prominent beachfront location. The modern 24-story glass high-rise utilizes a fresh, natural color palette, with voluminous interior spaces that feature polished concrete, blackened steel, natural rough woods, and greenery throughout softening its modern lines. The design seamlessly blends interior and exterior spaces including the hotel's main pool with oversized doors that allow the Atlantic Ocean breezes to flow throughout the property.

A Planner's Delight

The Marriott offers the largest ballroom and more meeting and event space than any other hotel on the Virginia Beach oceanfront. The ballroom's adjoining outdoor Private Event Terrace, nine individual breakout rooms with high ceilings and natural light, and captivating oceanfront lawns make this event venue unlike any other in the Mid-Atlantic.

Relax in Contemporary Accommodations

Each of the 305 guest rooms embrace design elements found in the hotel's public spaces. Guest rooms blend neutral tones, textures, and splashes of color that echo the area's stunning landscape and feature unrivaled views of the pristine Virginia coastline. Design elements include curated custom art, modern furnishings, and greenery throughout.



Experience the Food and Drink

Orion's Roof, the hotel's sophisticated rooftop dining experience, features the culinary talent of world-renowned Chef Hisashi Araki. At 24 stories high, Orion's Roof provides guests with dynamic cuisine inspired by Chef Araki's experiences throughout the world, and an unobstructed, virtually 360-degree view of Virginia Beach and its acclaimed oceanfront.

Executive Chef Paul Newman leads the team at Tulu Seaside Bar & Grill offering locals and hotel guests a taste of scratch cooking with an emphasis on healthy, mindful eating, in a relaxed oceanfront environment. Enjoy selections for every taste and diet from breakfast to late-night bar fare.

Complete with patio seating and an oceanfront lawn surrounded by built-in sofas and private fire pits, Tulu is the perfect place for taking in the salty sea breezes and fantastic water views.

About The Cavalier Resort

The Cavalier Resort is a collection of historic and modern hotels, a luxury beach club, farm-to-fork restaurants and bars, an onsite distillery, a luxury spa, and private residences offering guests the finest accommodations, signature amenities, and unparalleled views of Coastal Virginia.

Want More Info?

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PART OF THE
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MARRIOTT VIRGINIA BEACH OCEANFRONT

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