

## Develop Your Executive Presence



Whether you're in a videoconference meeting, on the phone, at a networking event, attending a virtual or hybrid conference, or anywhere else: your ability to speak with confidence will drive your career forward — just as a lack of confidence will frustratingly hold you back.

Join fellow VSAE members on **Friday, November 5** at the **Hilton Richmond Downtown** for Christine Clapp's presentation, **"Develop Your Executive Presence."** This session will give you a set of powerful insights and practical strategies that will rapidly elevate your online and in-person presence. Get ready to develop your speaking skills in a way that will transform your career — and even change your life! The seminar will also be live-streamed.

Christine Clapp (pictured above) is the author of *Presenting Virtually and Presenting at Work: A Guide to Public Speaking in Professional Contexts*; the president of Spoken with Authority, a Washington, D.C.-based presentation skills consultancy; and a collaborator on Let 'em Speak, a podcast that explores the intersection of inclusion and presentation skills.

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

## It Was Great to be TOGETHER at the Fall Conference & Expo!

Over 100 association executives and meeting planners attended this year's Fall Conference & Expo, held at the **Greater Richmond Convention Center** and **Hilton Richmond Downtown** on October 6 & 7.

The Conference opened with Wednesday's workshop, "Jobs To Be Done, A Method to Perfectly Match Your Offerings to What Customers Need." Jobs to be Done theory argues that people don't buy products, instead they "hire" them to do a job. Workshop leader Tracy Betts demonstrated how this theory can be applied by associations to identify members' jobs to be done, in order to provide products and experiences that perfectly satisfy those jobs. An evening networking reception at the Hilton followed the workshop.

Thursday morning's keynote speaker, Bart Berkey of Most People Don't, LLC, provided courtesy of **Powell Kohne Associates, LLC**, started the day with laughter and insight with his presentation, "Most People Don't...and Why You Should," sharing his trademarked philosophy and tools to achieve greater results and success.

*continued on page 4 >*

### DON'T MISS IT!

#### SEMINAR SERIES WITH LUNCH

**Friday, November 5**  
Hilton Richmond Downtown

CONTENT LEADER  
**Christine Clapp**  
Founder & President  
Spoken with Authority

#### SCHEDULE

Registration..... 9:00 a.m.  
Seminar..... 9:30–11:00 a.m.  
Reception..... 11:00–11:30 a.m.  
Luncheon..... 11:30 a.m.–12:45 p.m.

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

### UPCOMING EVENTS

**FRIDAY, DECEMBER 3**  
**AWARDS LUNCHEON  
& SILENT AUCTION**  
Hilton Richmond Short Pump

**FRIDAY, JANUARY 7**  
**Virginia Political Outlook**

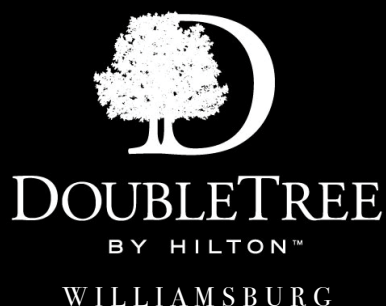
**FRIDAY, FEBRUARY 4**  
**Seminar Series**

**FRIDAY, MARCH 4**  
**Seminar Series**

**THURSDAY, MARCH 24–  
FRIDAY, MARCH 25**  
**Meeting Planner Summit**

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

# The cookie is only the beginning.



At **DoubleTree by Hilton** we're known for our delicious, warm chocolate chip cookies, baked fresh daily. But to us, the cookie means so much more—it represents our constant dedication to our guests and thoughtful touches that ensure you feel special and cared for throughout your stay.

- **Multi-million dollar renovation to meeting rooms, public space and restaurants completed in 2020**
- 48,000 square feet of function space, which includes a 13,000 square foot ballroom
- 295 guest rooms and suites
- Newly renovated dining facilities

50 Kingsmill Road, Williamsburg, VA 23185 | (757) 220-2500 | [Williamsburg.DoubleTree.com](http://Williamsburg.DoubleTree.com)

## THANK YOU TO OUR 2021 PARTNERS

### PRESIDENT'S CLUB



CAVALIER RESORT  
VIRGINIA BEACH

*Colonial Williamsburg Resorts*  
WILLIAMSBURG, VIRGINIA



EMBASSY  
SUITES  
by HILTON  
Hampton Hotel  
Convention Center



LANDSDOWNE  
RESORT

VIRGINIA BEACH  
LIVE THE LIFE

### BENEFACITOR

Greater Richmond Convention Center  
VisitNorfolk

### SUPPORTER

D2L  
Exhibits Incorporated  
MemberClicks  
Norfolk Waterside Marriott  
The Omni Homestead Resort  
Richmond Marriott Downtown  
Sheraton Norfolk Waterside Hotel

### PATRON

DoubleTree by Hilton Williamsburg  
Great Wolf Lodge  
The Greenbrier  
Hampton Convention & Visitors Bureau  
Hilton Richmond Downtown  
Hotel Madison & Shenandoah  
Valley Conference Center  
The Hotel Roanoke & Conference Center  
Lynchburg Office of Economic  
Development & Tourism  
Minuteman Press Glen Allen  
Newport News Tourism  
Omni Charlottesville Hotel  
Omni Richmond Hotel  
Renaissance Portsmouth-Norfolk  
Waterfront Hotel  
Richmond Region Tourism  
The Virginian Hotel  
Widespread Risk Advisors

# Leadership reflections



Terry Monroe, MBA, CAE  
VSAE Executive Director

**“As leaders and managers,  
how we help our teams and  
members process change  
is a cornerstone for making  
effective change.”**

We’ve been hearing for some time that the pace of change is accelerating, and never has that seemed truer than these past 18 months. At times, the pace and the scale of change can make us feel like things are spiraling out of control.

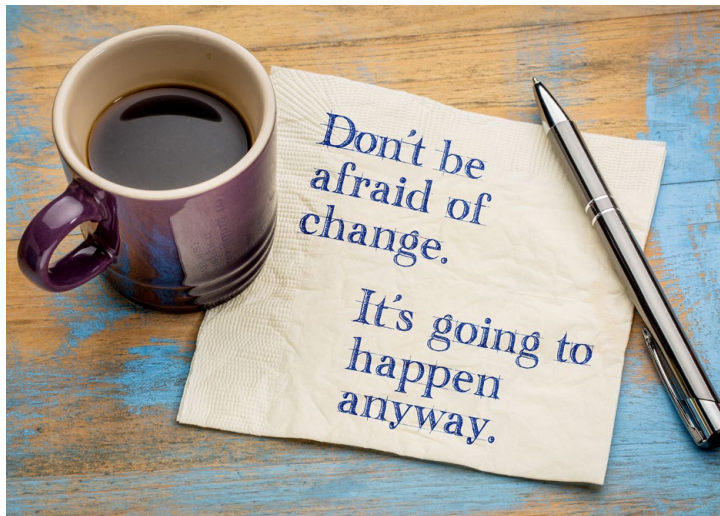
This feeling of losing control impacts our personal and professional relationships, and how we manage and lead our organizations. Yet change

can also be a positive, challenging conventional wisdom (ever heard, “this is how we always have done it”), and opening new possibilities which create new realities.

In his recently published book, *RESET: A Leader’s Guide to Work in an Age of Upheaval*, President and CEO of the Society for Human Resource Management, Johnny Taylor, Jr., suggests that leaders “Make constant reset your friend.” He adds that “Upheaval brings about opportunities to rethink, reset, and restructure your organization.”

While our rational, thinking brain understands and may welcome change, our emotional, feeling brain may be less open to accepting and embracing that change. So how can we as leaders support our teams and members in adjusting to and managing change?

In their book, *Managing Transitions: Making the Most of Change*, William and Susan Bridges write, “It isn’t the changes that do you in, it’s the transitions. Change is not the same as transition. Change is situational: the new site, the new boss, the new team roles, the new policy. Transition is the psychological process people go through to come to terms with the new situation. Change is external, transition is internal.” As leaders and managers, how we help our teams and members process change is a cornerstone



for making effective change. Five strategies to consider:

- 1 Create an environment that views change as an opportunity and asks “why not” rather than “why” when it comes to trying something new.
- 2 Support individuals in each stage of the transition process, understanding that each person will be at different points in their journey.
- 3 Over communicate and make it two-way. Better to communicate frequently (preferably in-person) than to have large gaps. Also encourage questions (even if you don’t have all the answers) and one-to-one communications.
- 4 Give people space to learn and make mistakes. Especially as your staff is being asked to learn new skills, often on the fly. Let people know it’s ok if they mess up, provided, of course, they learn from it.
- 5 Celebrate all wins!

Just like death and taxes, one thing that is certain is change. We can do our best to ignore change, or wish for times gone by, but it is those individuals, teams, and organizations who embrace and lead change that will be most successful, happy, and fulfilled.



Breakout sessions followed with topics including making way for new and diverse voices in your volunteer groups; ethical considerations in diversity, equity, and inclusion; and setting up events and food and beverage during a time of social distancing. Attendees had the opportunity to earn 6 CAE credits.

The Expo featured over 70 exhibitors drawing attendees to their booths with everything from wine tastings and Godiva chocolates from **Visit Loudoun**, a candy apple station with a variety of sweet and salty fixings from **Richmond Region Tourism**, to professional headshots taken at **Virginia Beach CVB**, and a search for hidden gems in a pirate-themed treasure hunt from **Visit Fairfax**.

Thank you to those who made donations to the Richmond Area Bicycling Association Foundation for their Bikes for Kids program, which allows

children who are less fortunate in our community to receive bikes for Christmas. There is still time to donate at [raba.org/bikes-for-kids](http://raba.org/bikes-for-kids). Rick Eisenman's generous offer to match all donations up to \$4,000 has been extended to October 31.

Congratulations to **Molly Wash, CAE**, Academic Engagement Director for the **VA Society of CPAs**, who was the winner of the Expo Passport Prize—a luxurious Loudoun Weekend Getaway, compliments of **Visit Loudoun** and partners. The prize was presented by (above, from left: **Terry Monroe**, VSAE Executive Director, **Ann Hayes**, Director of Sales, Groups, and Meetings with **Visit Loudoun**, and **Skyler Dowell**, Associate Director of Sales with **Lansdowne Resort**).

*Thank you to all who participated!*



**MORE WAYS  
TO MEET.**



**MORE WAYS  
TO CONNECT.**

Plan your next conference, trade show, or meeting at Colonial Williamsburg Resorts, where you'll have more than enough space to bring your event to life. Explore over 100,000 square feet of event space and endless activities to keep your attendees engaged. All profits from the resort stay support The Colonial Williamsburg Foundation educational mission and historic preservation.

**Start planning your meeting now.**  
Call 800-822-9127 | [colonialwilliamsburgresorts.com](http://colonialwilliamsburgresorts.com)

*Colonial Williamsburg  
Resorts*  
WILLIAMSBURG, VIRGINIA



*Thank You*

**VSAE**  
Fall Conference  
& Expo

### EVENT PARTNERS

Aramark  
Exhibits Incorporated  
Greater Richmond  
Convention Center  
Hilton Richmond Downtown  
James River Audio  
Visual Services  
Powell Kohne Associates, LLC  
RD Mobile

### DIAMOND SPONSORS

Exhibits Incorporated  
Kingsmill Resort  
RD Mobile

### PLATINUM SPONSORS

Embassy Suites Hampton  
Convention Center  
Hampton CVB  
Lansdowne Resort  
The Omni Homestead  
Richmond Marriott  
Downtown  
Sheraton Norfolk  
Waterside Hotel  
The Virginian Hotel

### GOLD SPONSORS

DoubleTree by Hilton  
Williamsburg  
Great Wolf Lodge  
Widespread Risk Advisors

# VSAE Fall Conference & Expo

October 6-7

Greater Richmond  
Convention Center and  
Hilton Richmond Downtown



# LET'S RECAP

## CEO & Senior Staff Retreat



The VSAE CEO & Senior Staff Retreat took place September 13-14 at The Omni Homestead Resort. The theme of this year's retreat was "Playbook for the New Now" and over one and a half days, attendees participated in sessions, group exercises, and discussion focusing on inclusive leadership, business leadership and societal leadership.

## Increasing Member Engagement via Effective Learning Strategies

As associations face an increasingly competitive landscape, the need to show value and increase member engagement has become the number one priority. On September 16, 59 participants learned about providing their membership with innovative learning experiences and improving membership retention and growth at a virtual workshop, "Increasing Member Engagement via Effective Learning Strategies," sponsored by D2L. The seminar was led by Holly Whitaker, Ph.D., Learning Strategy Consultant with D2L.

## BOARD SERVICE NOMINATIONS

The VSAE Nominating Committee will soon be accepting applications for the 2022-2023 Board of Directors. The Board, comprised of 15 directors, helps set the strategic direction of VSAE.

The committee is looking for candidates who want to give back to the association community and have input in the future direction of VSAE.

If you meet the qualifications to serve (member in good standing for 2 years or more, attends VSAE events regularly, and has served on a committee or task force), you are encouraged to apply.

Information on completing a candidate form coming soon. Nominations open **November 15**.

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

## DUES INCREASE FOR 2022

Renewal notices for 2022 VSAE member dues will be going out in the coming weeks. The Board of Directors has approved a minimal increase for 2022 VSAE Executive memberships. Below are the new membership dues rates, effective January 2, 2022.

### EXECUTIVE

|                     |       |
|---------------------|-------|
| 1st and 2nd .....   | \$350 |
| 3rd and more.....   | \$180 |
| Non-Richmond* ..... | \$300 |

\*Located 50+ miles outside of Richmond.

### ASSOCIATE

|                   |       |
|-------------------|-------|
| 1st and 2nd ..... | \$550 |
| 3rd and more..... | \$290 |

### SEMI-RETIRED

|            |       |
|------------|-------|
| Each ..... | \$ 75 |
|------------|-------|

**WE ARE  
CONFERENCE**

*Ready*

**WHEN YOU ARE**

**Newport News**  
in Coastal Virginia

888.493.7386      [newport-news.org](http://newport-news.org)

**This & More!**  
Minutes to Williamsburg, a short drive to Virginia Beach.

# Leaders: Don't Forget To Take Care Of Yourself

During the 2021 Summer Olympic games, there was a lot of discussion about mental health and the importance of taking time for oneself. For too long we have judged leaders and employees according to “face time” and the hours they were in the office, assuming that the longer times that they were physically in the office the more productive they must be. Similarly, people have often bragged about how little sleep they have gotten due to working so hard with the assumption that those who slept only a few hours a night and worked long hours were more dedicated or better at their jobs.

Well, we certainly now know that this is not the case. Research shows us how important sleep is to being productive and our best selves. We also learned over this past year that in some jobs people could effectively work from home or other locations. They didn't have to be in the office all day and until late to prove they were working. They also didn't have to brag about never sleeping to let others know they were always working.

We also learned that leaders must take care of their employees and also themselves. Being an effective leader means role modeling by getting enough sleep, exercising, eating right, and taking care of your spiritual self. As Simone Biles, the Olympian gymnast, noted, “I need to put myself first to make sure I am taking care of myself. Only then will I be an effective team player.”

I recently interviewed a CEO who pointed out that she let her employees know she was leaving during the day to watch her children play soccer. She said that her employees thanked her for telling them and said they really appreciated having a role model that enabled them to know it was okay to have family time; that they didn't have to just focus on work 24/7.

So, it's not only important for leaders to take care of themselves, but also to let others know that it's okay and in fact, it is important to do this. It's really hard for employees to take time for themselves if their boss never does. Another CEO I knew said he



was frustrated that his employees stayed so late in the office, and yet he never left at a decent time himself. He finally realized that his behavior was not role modeling what he wanted his employees to do. Once he realized this, he changed his behavior which gave his employees permission to leave work at a normal time in order to see their families and friends. He found that their focus while at work was much better and they seemed happier and more productive. In his book, *No Rules Rules*, Reed Hastings talks about how the leaders of Netflix encourage employees to take “big vacations” in order to come back to the office more refreshed and creative, and it seems to be working.

The past nineteen months during the pandemic has blurred the lines between work and home even more than ever before. As a result, it's become even harder for individuals to find time to carve out for themselves. They've put self-care on the back burner. And frankly many leaders have told me that just the stress of dealing with the pandemic has caused them to feel somewhat paralyzed in addressing their own self-care. That despite everyone saying that we've saved so much commuting time, they really do not feel that they've had all of this extra time. Instead, they express that the emotional toll that the pandemic has taken has led to a sense of feeling stuck which has led to procrastination even among those who are not known to procrastinate.

**“Being an effective leader means role modeling by getting enough sleep, exercising, eating right, and taking care of your spiritual self.”**

Well, it's time to remember self-care. It's time to focus on caring for oneself mentally, emotionally, spiritually, and physically as Loehr and Schwartz say in their book, *The Power of Full Engagement*. This may mean starting with one small step today, whether that's going for a walk outside, writing a paragraph in your journal, listening to music, or reading a good book. As everyone knows, the first step is the hardest and yet the most important. For any of us to be effective in our jobs and lives, we can't forget to take care of ourselves. And for leaders this is especially important not only in order to renew themselves, but also to create a culture of healthy employees.

## ABOUT THE AUTHOR

**Joyce E. A. Russell** is the Helen and William O'Toole Dean of the Villanova School of Business (VSB), and serves as the chief executive, academic and fiscal officer.



# What You Need to Know About Adding a Vaccine Requirement for your Events

## ASAE Announces Vaccination Policy

Beginning with ASAE's Summit Awards on September 30 and extending to all in-person meetings and events afterward, all registrants for ASAE meetings or events are required to provide proof of COVID-19 vaccination onsite before entering the meeting venue. The only exemption to this policy will be religious or medical reasons. When this occurs, specific health protocols must be followed, and otherwise, attendees will not be admitted.

ASAE will also require registrants to submit an Acknowledgment of Personal Responsibility Form upon registering for a meeting or event and to comply with any state or local mask mandates in place for indoor events until further notice.

ASAE is working on a technology solution that will enable meeting registrants to submit proof of COVID-19 vaccination during the online registration process. The availability of that option will be communicated as soon as possible.



### In the wake of federal mandates and high COVID-19 cases, more associations are considering imposing a vaccine requirement for in-person attendees.

"The trend absolutely tends to be in favor of requiring proof of vaccination," said Jeff Tenenbaum, managing partner of Tenenbaum Law Group and an attorney specializing in nonprofit law. "A lot of this is being driven from the ground up, from the attendees or prospective attendees, who say, 'Look, we want to come, but we want to feel comfortable that you have a vaccine mandate, and we want you to require proof of vaccination.'" Here's what you need to know about the legal considerations, verifying vaccination, and state bans.

#### LEGAL OBLIGATIONS

Associations are within their legal rights to have a mandate.

"It is legally acceptable to require proof of vaccination as a precondition of conference attendance," Tenenbaum said. "That being said, due to Title III of the federal Americans with Disabilities Act, there is an obligation to make

an exception when the event is being held in a place of public accommodation, and, specifically, a reasonable accommodation, for those that have a qualifying medical condition or disability that makes it risky or dangerous for them to get a COVID vaccination."

However, this is something that is typically easy to accommodate. "What most associations are doing as the proposed reasonable accommodation is allowing those individuals to present proof of a negative COVID test within either 48 or 72 hours prior to the start of the conference," Tenenbaum said. "Or if people can participate virtually, that, in and of itself, has been offered up as a reasonable accommodation."

Tenenbaum notes the federal Civil Rights Act, which does not apply to conference attendees, requires employers to provide a reasonable accommodation for employees with sincerely held religious beliefs that prevent them from being vaccinated. Some conferences are extending that exception to attendees as well.

"In the conference setting, while it's not legally required, there seems to be a trend for a lot of associations with vaccine mandates to allow for both medical and religious exemptions," he said.

**“The trend absolutely tends to be in favor of requiring proof of vaccination.”**

#### HOW TO VERIFY VACCINATION

For many associations, checking for proof of vaccines may work fine for small events but prove challenging for larger ones. There are companies that can verify vaccination proof, and Tenenbaum recommends it, if it's economically feasible.

“If you can afford to use companies such as Clear to verify the proof of vaccination, you should,” Tenenbaum said. “It's so much safer, more reliable, and takes the burden off of your staff. Attendees can be pre-cleared, it will cut down lines for entry to the conference, and it can mitigate liability risk for the association.”

HIMSS, a medical association that held HIMSS21 Global Conference in August, had a vaccine requirement for its 20,000 attendees and used outside companies for verification. Anthony Maggiore, director of meeting services for HIMSS, spoke at PCMA's recent Vaccine Spotlight webinar about the benefits of outsourcing this.

“It was important to us as an organization that we were not the keepers of any of our attendees' or exhibitors' health data,” Maggiore said. “We wanted to make sure we had a third party doing all of the verification. I don't think anyone wants that information housed within the association.”

Unfortunately, the increase in events requiring vaccination proof has made booking a verification company harder. Maggiore urged associations interested in implementing a vaccine requirement to prepare now.

“You need to start the conversations,” he said. “You need to start the RFP processes, so that you can get some suppliers lined up and make sure that you're not going to be left empty-handed when it comes to trying to service your event, for whatever your right of entry requirements are going to be.”

#### VACCINATION PROOF BANS

One issue that continues to be a problem when it comes to COVID-19 protocols is that every state has different rules. Tenenbaum said five states—Florida, Texas, North Dakota, Iowa, and Alabama—ban businesses in the state from requiring proof of vaccination as a precondition of entering the business. However, you may still be able to require vaccination if your meeting is being held in one of those states.

“What we've seen is the hotel lawyers in these states seem to be advising their hotel clients that, while the hotel itself can't require proof of vaccination as a precondition of walking into the hotel, an association that is holding a conference at the hotel or convention center in those states can impose that requirement because they are not the business,” Tenenbaum said. “They are just renting the space.”

#### ABOUT THE AUTHOR

**Rasheeda Childress** is a senior editor at *Associations Now*.

She can be reached at [rchildress@asaecenter.org](mailto:rchildress@asaecenter.org).



SHARE WITH YOUR COLLEAGUES!

**JOIN NOW**

**and get**

**3  
MONTHS  
FREE!**

**Join VSAE today for 2022 and receive the rest of 2021 free! This offer applies to new Executive and Associate memberships.**

Visit  
**[vsae.org/join](https://vsae.org/join)**  
for more information.

**HR**  
**LET'S MEET IN VIRGINIA'S BLUE RIDGE**  
**INTRODUCING MATT POLANSKY**

The Hotel Roanoke & Conference Center is excited to introduce Matt Polansky as the new Sales Manager serving the Associations Market for the historic property.

Schedule a brief introduction today via [Matt.Polansky@HotelRoanoke.com](mailto:Matt.Polansky@HotelRoanoke.com) or by visiting [www.HotelRoanoke.com](http://www.HotelRoanoke.com)

# THINGS TO DO IN '22!



An opportunity for professional Meeting Planners to bond as they share best practices and experience together the newest ideas in event planning. Approximately 6 CAE/CMP credits.

**Meeting Planner Summit**  
**March 24–25**  
**Renaissance Portsmouth-Norfolk Waterfront Hotel**



The entire membership comes together for high-caliber educational sessions, networking at receptions and a banquet, and fun activities in the local area. Approximately 6 CAE credits.

**Annual Conference**  
**May 1– 3**  
**Lansdowne Resort**



Roundtable and panel discussions to explore the issues unique to owning and working for an Association Management Company. Approximately 4 CAE credits.

**AMC Summit**  
**July 12**  
**Omni Charlottesville**



Top-level decision makers focus in on the current challenges and opportunities in leading their association into the future. Approximately 10 CAE credits.

**CEO & Senior Staff Retreat**  
**September 12–13**  
**The Cavalier**



Virginia's premiere conference for association executives and meeting planners, offering an Expo with 75+ exhibitors and multiple educational sessions. Approximately 6 CAE credits.

**Fall Conference & Expo**  
**October 5–6**  
**Greater Richmond Convention Center and Hilton Richmond Downtown**



VSAE's most popular event! Bid on over 100 donated items, then enjoy a luncheon at which the winners of the Awards of Excellence are recognized.

**Awards Luncheon & Silent Auction**  
**December 2**  
**Hilton Richmond Hotel & Spa Short Pump**

**MARK YOUR CALENDARS AND LEARN MORE AT [VSAE.ORG/CALENDAR](https://vsaе.org/calendar)**

## PARTNER HIGHLIGHT

**Embassy Suites Hampton Convention Center** is a great place to make the most of your stay. Within easy reach of some of the area's largest corporations and most popular attractions, this all-suite hotel has excellent access to I-64 and is less than 20 miles from Norfolk International Airport and the Newport News/Williamsburg International Airport.

Stay connected and productive thanks to the complimentary BusinessLink™ Business Center, or get some work done from the comfort of your spacious two-room suite. A private bedroom and separate living area, featuring a sofa bed, means you have the flexibility to relax with the whole family.

Start every day in style with a free made-to-order breakfast. In the evening, unwind with a drink and snack at the complimentary Evening Reception.

Keep active by swimming laps in the indoor pool or by utilizing the fitness center.

The adjoining Hampton Road Convention Center features a 363,595 sq. ft. conference and exhibition space, making this the ideal choice as a Hampton conference hotel. Plan your wedding with the assistance of our professional staff and take advantage of our flexible space and wedding services.

### HIGHLIGHTS

- Just yards away from Hampton Roads Convention Center and Hampton Coliseum
- Close to Norfolk International Airport and Newport News/Williamsburg International Airport
- 295 two-room suites with private bedrooms and separate living areas
- Indoor swimming pool and modern fitness center
- Free made-to-order breakfast and Evening Reception

## EMBASSY SUITES HAMPTON CONVENTION CENTER



### WHAT TO DO

With the Hampton Roads Convention Center just steps away, our hotel is the ideal choice for those attending a conference or exhibition. The Hampton Coliseum is also within walking distance, so guests at the hotel can easily attend the concerts and sporting events hosted by the coliseum.

Easy highway access and free parking makes exploring the local area hassle-free and puts Hampton University only minutes away. Head to Peninsula Town Center and treat yourself to a bit of retail therapy or dining. The nearby Virginia Air and Space Center provides a fascinating look back at the history of flight, and the interactive exhibits

make it fun for all ages. Step back in time with a trip to Historical Fort Monroe. This defensive site proved to be of great importance during the Civil War, and today the Casement Museum lets you relive that time in history.

Busch Gardens and Colonial Williamsburg are only a 30-minute drive from the hotel.

### CONTACT:

**JEFFREY FORK**

1700 Coliseum Drive, Hampton, VA 23666

(757) 213-8518

[Jeffrey.Fork@AtriumHospitality.com](mailto:Jeffrey.Fork@AtriumHospitality.com)



### Embassy Suites Hampton Convention Center

provides premium accommodations in Hampton, Virginia. Situated at the intersection of I-64 and I-664, and close to both the Norfolk International and the Newport News/Williamsburg International airports, our hotel provides easy access to popular Virginia attractions.



**CONTACT JEFFREY FORK TO START PLANNING!**


(757) 213-8518 or [Jeffrey.Fork@AtriumHospitality.com](mailto:Jeffrey.Fork@AtriumHospitality.com)



**EMBASSY  
SUITES**

by HILTON™

Hampton Hotel  
Convention Center

1700 COLISEUM DRIVE HAMPTON VA 23666  [EMBASSYSUITESHAMPTON.COM](http://EMBASSYSUITESHAMPTON.COM)

## WELCOME NEW MEMBERS

### EXECUTIVES

**Lucy Cook**  
Hellebush Consulting, LLC  
North Chesterfield, VA

**Elizabeth Hobbs**  
VA Sheriffs' Association  
Richmond, VA

**Michelle Jones, CAE, CMP**  
VA Farm Bureau Federation  
Richmond, VA

**Whitney Meyerhoeffer**  
American Mental Health  
Counselors Association  
Richmond, VA

**Michelle Runge, CAE**  
The American Inns of Court  
Alexandria, VA

**Linda Taliaferro, CAE**  
Iron Cutter Consulting  
Springfield, VA

**Clark Thomas, CAE**  
VA Community  
Healthcare Association  
Richmond, VA

**Jennifer Watson, CAE**  
FBI National Academy Associates  
Frederickburg, VA

### ASSOCIATES

**Heather Buss, CHSE**  
Associated Luxury  
Hotels International  
Alexandria, VA

**Shaista Nizaam**  
Omni Charlottesville  
Charlottesville, VA

**John Oney**  
Visit Virginia's Blue Ridge  
Roanoke, VA



### 2021-2022 OFFICERS

**Maureen Dingus, CAE**  
President

**Steven Williams, CAE**  
President Elect

**Stewart Hinckley**  
Treasurer

**Shannon McCabe, CAE**  
Secretary

**Phyllis Errico, JD, CAE**  
Immediate Past President

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

**Zach Eisenman**  
Deputy Executive Director

### DIRECTORS

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

**Denise Creasman**

**Sarah Gouger**

**Amy Hewett, CAE**

**Christina Lewellen, MBA, CAE**

**Carter Lyons, CAE**

**Lisa Noon, CAE, RCE**

**Kyle Shreve**

**Abby Tammen**

**Bruce Whitehurst**

### ASSOCIATION PRESS

Published by the Virginia Society  
of Association Executives

2924 Emerywood Parkway  
Suite 202

Richmond, Virginia 23294

PHONE: (804) 747-4971

FAX: (804) 747-5022

info@vsae.org

vsae.org

**Terry Monroe, MBA, CAE**  
Editor

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

Art and Editorial Deadline  
for the November Issue  
October 25

Advertising Space  
Contact Terry Monroe  
(804) 249-2234  
terry@vsae.org



### Printing, Mailing, and Recognition Gifts

**804-290-4407**

[glenallen@minutemanpress.com](mailto:glenallen@minutemanpress.com)

**Members and Patron Sponsors of VSAE**



FULL SERVICE  
PRINTING HERE!

This newsletter is proudly printed by:

