

## What Does 2023 Hold for Virginia's Economic Outlook?



Wondering about Virginia's economic outlook? Join fellow VSAE members on **Friday, November 4** at **Virginia Crossings, Tapestry Collection by Hilton** where Joseph Mengedoth will provide an overview of national and state economic conditions and what economists expect to see going forward. His remarks will be informed by both the data and his conversations with businesses on the ground across the state of Virginia.

Joseph Mengedoth is a regional economist for the Federal Reserve Bank of Richmond, where he conducts research and provides analysis of data related to a variety of topics, including employment, labor force participation, and firm characteristics. He also manages the production of the Bank's Beige Book report.

The VSAE Community Service Committee has selected **Boots to Suits** as the charity raffle recipient during the November Seminar Series. Boots to Suits is a clothing program for Virginia veterans who have or will be transitioning from military life to civilian careers. The winner of the charity raffle receives a three day/two-night stay with breakfast for two at Virginia Crossings, Tapestry Collection by Hilton.

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



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 5 & 6. The Conference opened with Wednesday's workshop, "Processing and Preventing Microaggressions" led by Charm Bullard of the Virginia Center for Inclusive Communities. Participants explored the

concept of microaggressions (brief and commonplace daily verbal, behavioral, or environmental indignities) and how to identify effective strategies to prevent and interrupt these indignities when they arise in the workplace.

An evening networking reception at the Hilton followed the workshop. Thursday morning's

*continued on page 4 >*

### DON'T MISS IT!

#### SEMINAR SERIES WITH LUNCH

**Friday, November 4**  
Virginia Crossings, Tapestry  
Collection by Hilton

CONTENT LEADER  
**Joseph Mengedoth**  
Federal Reserve of Richmond

#### SCHEDULE

Registration..... 9:00 a.m.  
Seminar ..... 9:30–11:00 a.m.  
Reception..... 11:00–11:45 a.m.  
Luncheon..... 11:45 a.m.–1:00 p.m.

**REGISTER AT**  
**VSAE.ORG/CALENDAR**

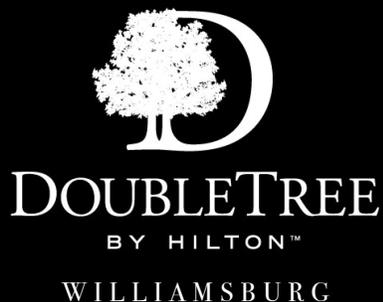
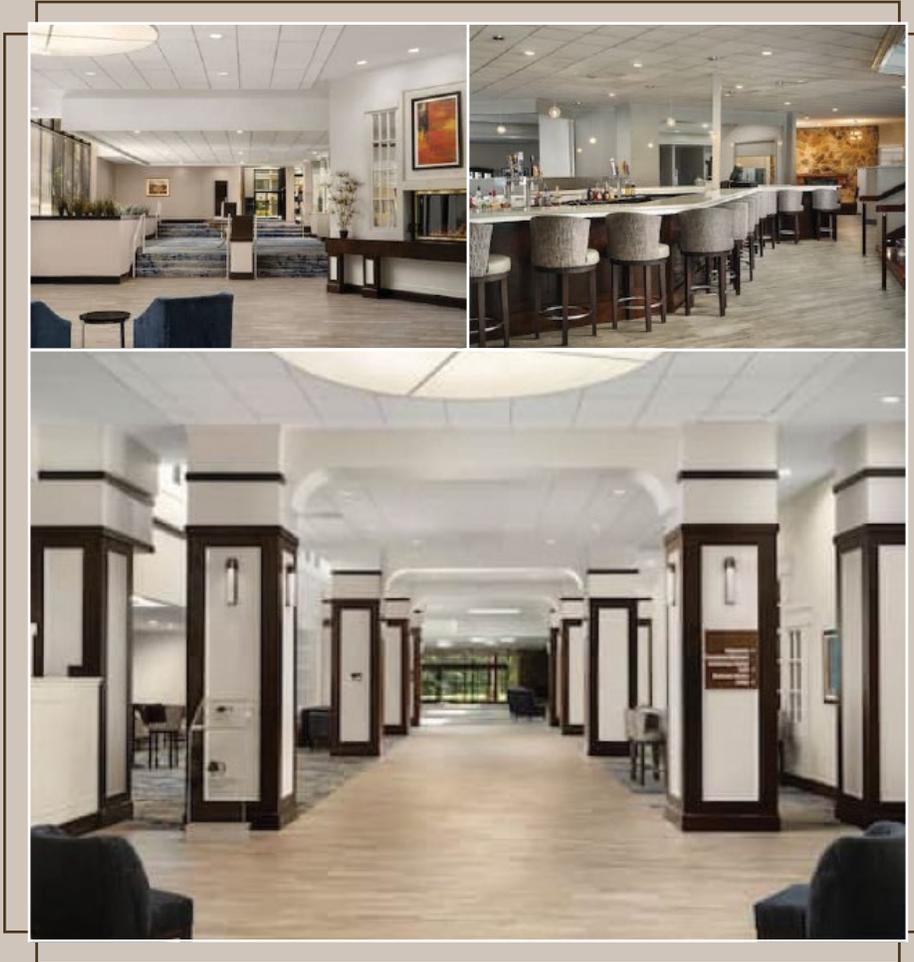
### UPCOMING EVENTS

**THURSDAY, OCTOBER 27**  
**Member Engagement Lab:**  
**Cultivating Connection**  
**(Discussion 3 of 3)**  
Virtual

**FRIDAY, DECEMBER 2**  
**Awards Luncheon**  
**& Silent Auction**  
Hilton Richmond Hotel  
& Spa at Short Pump

**THURSDAY, DECEMBER 8**  
**NOVA Seminar Series**  
Whiteford Taylor  
Preston, LLP (Falls Church)

**VIEW UPCOMING EVENTS AT**  
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The Virginian Hotel  
Visit Virginia's Blue Ridge

# Leadership reflections



Terry Monroe, MBA, CAE  
VSAE Executive Director

I know what you're thinking—another article on work-life balance? There's certainly no shortage of discussion on this topic—a Google search of “work-life balance” produced 2.6 billion results.

But when we talk about work-life balance, the first word is “work,” as if that's the priority. If we genuinely want a balanced life, we need to emphasize life—call it “life-work balance.”

We're familiar with the expression that no one on their death bed regrets not spending more time at work. Yet as technology provides us the tools to be more creative, provides greater flexibility in how and where we work, and increases our productivity, it has also created an always-on culture where we are constantly checking our phones, responding to emails, and working at all hours.

Are we doing this to ourselves out of necessity, expectation, or choice? The fact is for the past century, thanks to technological innovations and types of jobs, (t)he length of the workday fell sharply between the 1880s, when the typical worker labored 10 hours a day, 6 days a week, and 1920, when his counterpart worked an 8-hour day, 6 days a week.<sup>1</sup> Since World War II, we've had the 8-hour, 5-days-a-week work schedule.

So, if we're supposed to be working less than in the past, how come it doesn't feel that way? And has the pendulum begun to swing back to more work? As individuals, leaders, and organizations, the disruption of the past few years provides an opportunity (and obligation some might say) to change the narrative—to embrace and support life-work balance. While your list may be different, here are my recommendations for creating a better life-work balance:

**Take care of your health**—most obvious, yet easiest to avoid doing. The physical and mental health benefits of exercise are well documented, and help you to perform better at work. Equally as important, don't put off those regular checkups and screenings—they may truly save your life.

## First Things First: Shifting to a Life-Work Mindset



**“Life is what happens while you are making other plans.”**

**Set boundaries** (and stick to them)—this has become a hot-button topic recently with discussions of “quiet quitting.” But the fact is we all need boundaries. As leaders, we can set an example. Allow your staff to unplug. I know one executive who stopped sending emails to staff over the weekend after realizing that by doing so, staff felt a need to check email and respond.

**Make time for yourself and loved ones**—Steven Covey, author of the *7 Habits of Highly Effective People*, called this Putting First Things First. “First things are those things you find of most worth. If you put first things first, you are organizing and managing time and events according to personal priorities.”

**Find the job you love** (and leave the one you hate)—while we all can't find the perfect job; we should strive for it. We spend more hours at work than not, so why not find something you enjoy doing and that fulfills you? Conversely, get out of bad jobs and don't compromise your values. I left a job immediately after a former boss told me, “It's your problem.” when I shared my struggles balancing the demands of the job and spending time with my family.

You can set all the goals you want and put in extra time at work, but that won't change the fact that life must be lived moment to moment and day to day. In the words of John Winston Lennon, “Life is what happens while you are making other plans.”

<sup>1</sup> Costa, D. L. (2000). The Wage and the Length of the Work Day: From the 1890s to 1991. *Journal of Labor Economics*, 18(1).

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Fall Conference & Expo, continued from page 1 >



keynote speaker, Scott Love of Scott Love International, provided courtesy of **Powell Kohne Associates, LLC**, started the day with laughter and insight with his presentation, “Leading in Times of Uncertainty.”

Breakout sessions followed with topics including recruiting and retaining top employees; non-dues revenue strategies; the future of meetings and events; and honing your coaching skills to motivate staff and volunteers.

The Expo featured over 80 exhibitors drawing attendees to their booths with everything from a fondue station with a variety of sweet and salty treats from **Richmond Region Tourism** to relaxing chair massages at **Virginia Beach CVB**, and an old-fashioned root beer float or ice cream cone from **Visit Fairfax**.

New for 2022, the Solutions Zone featured a dedicated area for attendees to meet and learn about products and services that support membership, non-dues revenue, learning, communications, marketing, and events.

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 \$5,000 has been extended to October 31.

Congratulations to **Dr. Kendall Tyree**, Executive Director for the **VA Association of Soil & Water Conservation Districts**, who was the winner of the Expo Passport Prize—a Hampton Weekend Getaway for Two, compliments of the **Hampton Convention & Visitors Bureau** and partners. Congratulations as well to the winners of the Scan Game: **Jennifer Thomas, CAE** with **Organization Management Group** was the third place winner; **James Sclater** with the **VA Department of Health** was the second place winner; and **Clark Thomas, CAE** with **Virginia Association of Independent Specialized Education Facilities** was the first place winner. Congratulations and well done!



*Thanks to all who participated!*



# LET'S RECAP

## CEO & Senior Staff Retreat

Thirty-six association and industry professionals came together on September 12-13 for the CEO & Senior Staff Retreat at **The Cavalier Virginia Beach**. The program theme was “Leading With Purpose: Foresight, Agility & Innovation” and facilitated by John Sarvay, CEO of Floricane.

During the opening workshop, “Scenario Planning for Innovation and Agility”, attendees examined the current political, economic, and social landscapes and how those may affect their organizations, clients and members, and employees. They also examined what it takes to be an agile organization and how to build that into their culture and standard operating procedures.

The afternoon workshop, “Taking Stock with a Human Needs Assessment”, explored strategies for developing and communicating a shared vision, facilitating staff and volunteer participation and empowerment, decentralized decision-making, and more. As this discussion continued for much of the next day, John Sarvay agreed to follow up individually with attendees after the conference to help them with conducting their own “personal SWOT” analysis.



*A lively bunch at the CEO & Senior Staff Retreat held at The Cavalier Virginia Beach in September.*

In addition to the education, good weather and beautiful surroundings allowed attendees time to re-connect and to develop new relationships.

## Meeting Planner SIG

The Meeting Planner SIG met on September 28 to discuss topics at the 2023 Meeting Planner Summit. Based on a survey sent out prior to the meeting, the group was able to narrow the discussion to these areas: The Future of Trade Shows, the Future of Conferences, Technology, and Finding Speakers when budgets are small. Organizers will drill down within these topics to come up with a great program.

The Fall Conference panel discussion on meetings also raised some future topics, such as:

1. Accessibility—more than just physical (vision and hearing)
2. Introverts, non-drinkers, young/new member attendees, ethnic groups, etc.
3. Sustainability—calculating and minimizing your event’s carbon footprint.

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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.

### 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



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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.

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Advertising Space

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## AROUND THE COMMONWEALTH



Congratulations to **Michael O'Connor**, President and CEO of the VA Petroleum, Convenience & Marketers Association, who was recently awarded The Virginia Propane Gas Association President's award in recognition of "unselfish service, dedication and guidance to the association."

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