



Seminar with Lunch

**Keys to
Leadership
Success for New
Association
Managers**

Thursday, March 7 | Hilton Richmond Downtown

Join us on **Thursday, March 7** at the **Hilton Richmond Downtown** for an engaging presentation by Christopher R. Jones, unveiling a strategic framework for transforming association managers into leaders within your association. Discover the leadership potential within your current teams and master the art of developing potential leaders. Through real-world examples, explore the concept of creating experiences for your team before they step into a new role. Cultivate trust and increase engagement across your entire association by building working relationships without hierarchies. Witness the remarkable shift from dependence to a culture of empowered and autonomous action. As you embrace this framework, you'll equip your association with the tools they need to flourish.

Founder of Authentic Leader, Christopher R. Jones has over 30 years of experience in leadership development and consulting for Fortune 500 companies in the technology, association, and HR industries as well as leading nonprofit executive boards through their campaigns.

In-person and virtual options available. 1.5 CAE Credits.

Register at vsae.org/calendar.

DON'T MISS IT!

**MARCH SEMINAR
WITH LUNCH**

THURSDAY, MARCH 7
Hilton Richmond Downtown

SCHEDULE

8:30 am

Registration Opens

9:00 – 11:00 am

Registration Opens

11:00 – 11:45 am

Networking Reception

11:45 am – 1:15 pm

Luncheon

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

UPCOMING EVENTS

FRIDAY, JANUARY 26
Senior Staff SIG Meeting
virtual

TUESDAY, MARCH 12
Seminar Series with Breakfast
Law Offices of Whiteford
Falls Church

THURSDAY, MARCH 21-22
Meeting Planner Summit
Delta Virginia Beach
Bayfront Suites
Virginia Beach

THURSDAY, APRIL 11
Seminar Series with Lunch
Marriott Richmond Short Pump

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

Registration Opens Soon for Meeting Planner Summit

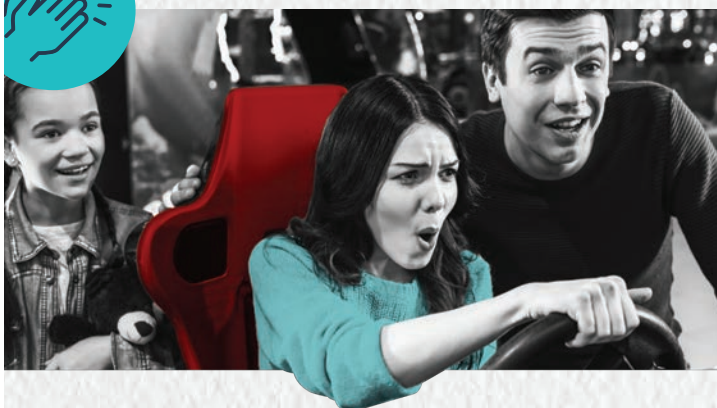


Join your fellow meeting planners on March 21-22 at the **Delta Virginia Beach Bayfront Suites** as we go back and forward!

This year's conference theme, "Basic to Basics: Reimagining Meeting Fundamentals," is an opportunity to refocus on the foundational elements every meeting planner must have in their toolkit. At the same time, we'll engage and share new ideas and solutions for dealing with the uncertain new world of meetings and events.

Earn 6.5 CEU/CAE credits while you learn from each other, outside industry experts, and representatives from hotels and CVBs.

continued on page 6 >



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Collaborate with our experienced planning professionals to craft the perfect meeting or event. Whether you're in need of an intimate catered function or a one-of-a-kind event, you can be confident knowing that you'll partner with a team fully vested in your success.

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Reunite your pack at
greatwolf.com/williamsburg/venues



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Omni Charlottesville Hotel
Omni Richmond Hotel
Renaissance Portsmouth-Norfolk
Waterfront Hotel
TowneBank
The Virginian Hotel
Visit Richmond VA

Leadership reflections



Terry Monroe, MBA, CAE
VSAE Executive Director

The Meaning of January

Did you know that the month of January is named after the Roman god Janus? Janus is the god of beginnings, gates, transitions, time, duality, doorways, passages, frames, and endings. He is usually depicted as having two faces, signifying his ability to see both the past and the future.

Janus is a perfect symbol for us as association professionals. We take a moment to recap the year that was while we prepare for the year ahead. Looking back on the past year at VSAE, we are proud of so much, including:

400+ Members

We continue to rebound from COVID; since 2020, Executive membership has increased 16%, with significant growth from outside Richmond. Associate membership too has rebounded and stands at its highest level since 2020.

100+ Hours of CAE-approved Learning

VSAE members were offered a wide array of education offerings, both in-person and virtual. In addition to the featured large events (Annual Conference, Fall Conference & Expo), members also participated at the AMC Summit, Meeting Planner Summit, and CEO & Senior Staff Retreat, and monthly seminars in Richmond and Northern Virginia, SIG meetings and webinars.

Building Leaders

Sixteen graduates from cohort 3 were recognized at the Annual Conference in Hampton. They join the growing ALV alumni community. In addition, we had a record number of association professionals taking part in the CAE study groups, while the number of VSAE members with their CAE is at an all-time high.

Partner Involvement

This program continues to grow, with 41 partners participating in the 2023. We thank our partners for their commitment to the association through their involvement in this program. Their support makes a huge difference in VSAE's ability to provide the



Janus

variety and quality of programs and services members have come to expect.

Workplace Inclusion

In 2023 we joined with the Virginia Center for Inclusive Communities (VCIC) to offer VSAE members VCIC's Workplace Inclusion Network series. The 2023 series featured five sessions focusing on the evolution of work around specific social identities (age, disability, race, religion, sexual orientation).

Strengthening Community

To improve member connections and peer-peer learning, we launched VSAE Xchange, our new members-only online community. The platform offers an improved online directory, tools for connecting one-one with peers, community discussion forums, and the ability to post articles and videos.

Recognizing Excellence

The year ended with our annual recognition of excellence within our VSAE community. Our congratulations to the 2023 Award of Excellence recipients: Steven Williams (CEO), Megan Williams (Association Staff) and Lisa

continued on page 5 >

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> January, continued from page 3

Meriwether (Associate Member) for their professionalism, leadership, and service to their organizations and to VSAE.

Volunteer Service

The heart and soul of VSAE is its volunteer members. These individuals take time from their busy schedules to govern the organization, to develop learning content, to lead CAE study group sessions, to serve as new member mentors, to speak at events, to write for the newsletter, and so much more. We thank them for their service.

As we turn the page on 2023, the preparations are underway for a big celebration - VSAE's diamond jubilee! Yes, 2024 marks the association's 75th anniversary. This milestone is a perfect opportunity both to look back and forward, celebrating the path we've traveled and envisioning the road ahead.

So, mark your calendar for May 5-7, 2024; there will be a party going on in Norfolk! We look forward to returning to Hilton Norfolk The Main; for those who remember the 2017 Annual Conference in Norfolk, the team at the CVB and The Main have promised another memorable event!

DUES INCREASE FOR 2024

The Board of Directors has approved a minimal increase for 2024 VSAE Executive memberships. Below are the new membership dues rates, effective January 2, 2024. **Dues must be received by January 31 to keep membership active.**

EXECUTIVE

1st and 2nd\$360
3rd and more\$190
Non-Richmond*\$310

*Located 50+ miles outside of Richmond.

ASSOCIATE

1st and 2nd\$560
3rd and more\$295

SEMI-RETIRED

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Basic to Basics: Reimagining Meeting Fundamentals



This retreat is limited to executives, meeting planners, and sponsors. Registration fees include all education sessions, Thursday's lunch, breaks, reception and dinner, and Friday's breakfast and lunch.

Registration rates by February 23 are \$145 for VSAE Members and \$195 Non-Members.

Registration rates after February 23 are \$175 for VSAE Members and \$225 for Non-Members.

SCHEDULE

Thursday, March 21

9:00 - 9:15 am

9:15 - 11:00 am

11:15 am - 12:00 pm

12:00 - 1:00 pm

1:15 - 1:45 pm

2:00 - 3:00 pm

3:15 - 4:00 pm

5:30 - 6:30 pm

6:30 - 8:00 pm

8:00 - 10 pm

Welcome and Introductions

Create a First-Time Attendee Experience That Delivers Dividends (1.50 CEU)

Structured Networking Session (0.75 CEU)

Networking Lunch

Property Tour

Culinary Co-Op with Chef Mason (1.00 CEU)

IGNITE: Meeting Planner Essentials (0.75 CEU)

Reception

Dinner

After-dinner Event

Friday, March 22

7:30 - 8:30 am

8:30 - 9:45 am

10:00 - 11:15

11:15 - 11:30 am

Breakfast

Meetings on a Budget (1.25 CEU)

Sponsor Panel: RFP Best Practices (1.25 CEU)

Closing Remarks

Register at vsae.org/MPsummit

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LET'S RECAP

Membership, Marketing & Communications SIG

The Membership, Marketing & Communications SIG hosted their 4th Quarter meeting on Monday, December 18 – thank you to all who participated! This meeting focused on membership models and plans for recruitment and retention in 2024. The group discussed membership renewal hurdles and different strategies for bringing in new members. The group then talked about holiday messaging and the changes COVID brought to corporate gifting this time of year. If you have topics you'd like to discuss in the new year, please let us know!

CAE Exam Study Group: Invest in Your Future

The VSAE CAE Exam Study Group for the May exam will start soon! Nine sessions are held virtually each Tuesday, from 11:30 a.m.-1:00 p.m. Spring 2024 session dates: February 20 - April 23. No study session on April 2. Register at vsae.org/cae-study-groups.

Program Includes:

- ✓ Kick-off orientation with tips for taking the exam and first study session
- ✓ Weekly sessions (virtual) focusing on each of the 8 domains and exam questions
- ✓ Sessions led by experienced CAEs (session leaders available for follow-up)
- ✓ All sessions are recorded and available on-demand
- ✓ Optional review session prior to the exam
- ✓ Online discussion group for class participants
- ✓ 12 CAE Credits

Cost:

VSAE members: included with membership (registration required).

Non-members: \$195

2024 Virginia Political Outlook

The new year kicked off with VSAE's annual Virginia Political Outlook luncheon, featuring Dr. Bob Holsworth, Managing Partner at DecideSmart and Jeff Evans, Director of Public Policy for ASAE. Mr. Evans provided an update on the ASAE-led "Supporting Tomorrow's Workforce" coalition which is supporting the Freedom to Invest in Tomorrow's Workforce Act (S. 722 / H.R. 1477) to expand qualified expenses under 529 savings plans to include postsecondary training and credentialing, such as licenses and nongovernmental certifications. Virginia Representatives Cline, Spanberger, and Wittman are co-sponsors of the legislation. VSAE is a member of the Supporting Tomorrow's Workforce coalition, along with several VSAE member organizations. To learn more about the coalition and to sign on, visit <https://powerofassociations.org/tomorrows-workforce-coalition/>. Mr. Evans also encouraged VSAE members to participate in ASAE's Advocacy Days on March 5-6 in Washington.

Dr. Bob Holsworth highlighted the "newness" of this year's General Assembly, a result of retirements and redistricting. He urged VSAE members to invest the time and resources in educating these new members on their issues. With the changes, Virginia's legislative power is now more centralized in the Tidewater and Northern Virginia areas and the state will be a divided government, with a Republican governor and Democratic majorities in both houses. Legislation most likely to pass will be on issues for which both parties can reach a consensus such as education, mental health, addiction, and workforce development. For the 2024 Virginia congressional elections, Dr. Holsworth predicted intraparty and interparty competition, including for the congressional seat currently held by Bob Good. He also referenced the 2025 election for governor, noting those candidates who've already announced (Representative Spanberger, Richmond Mayor Stoney) and likely candidates (Lieutenant Governor Sears, Attorney General Miyares).



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Hotel Roanoke
James River Audio Visual Services
Jamestown-Yorktown Foundation
Lansdowne Resort
Massanutten Resort
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Results Direct
Richmond Region Tourism
The Virginian Hotel
Visit Virginia's Blue Ridge

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Whiteford

SAVE THE DATE TO Celebrate!

Sunday, May 5

Schedule subject to change.

| | |
|------------------|--|
| 11:00 am–4:00 pm | Golf |
| 12:00–4:00 pm | Pre-conference Activities |
| 5:15–6:00 pm | First-Time Attendee and New Member Mixer |
| 6:00–7:30 pm | Opening Reception |
| 7:30 pm | Dine on Your Own |



Monday, May 6

| | |
|-------------------|---|
| 7:00–8:15 am | Breakfast |
| 8:15–9:30 am | Opening Remarks and Keynote (1.00 CEU) IGNITE YOUR RESILIENCE: BUILDING CONFIDENCE IN CHAOTIC TIMES Anne Bonney, CSP, courtesy of PK Speakers Bureau |
| 9:45–11:00 am | Breakout Sessions (choose one) (1.25 CEU) HOW AND WHY TO CREATE A VOLUNTEER LEADER LEARNING FRAMEWORK – Michelle Runge, CAE LEADERSHIP PEOPLE WANT TO FOLLOW – Anne Bonney, CSP DEMYSTIFYING DECISION MAKERS: CONNECTING YOUR ASSOCIATION TO THE RIGHT CORPORATE SPONSORS – Lori Zoss Kraska, MBA, CFRE |
| 11:15 am–12:45 pm | Luncheon and 2024–2025 Board Installation |
| 1:00–2:15 pm | Breakout Sessions (choose one) (1.25 CEU) CHOOSE YOUR OWN ADVENTURE: THE SCIENCE OF MEMBERSHIP RESTRUCTURING – Chris Williams, CAE UNLOCKING CHANGE: MASTERING THE ART OF STRATEGIC COMMUNICATIONS – Stephanie Peters, CAE MENTORSHIP REDEFINED: GUIDING LEADERSHIP EVOLUTION THROUGH A 360 PERSPECTIVE – Michael Pereira |
| 2:30–3:30 pm | Breakout Sessions (choose one) (1.00 CEU) AMPLIFY INCLUSIVE TEAMING THROUGHOUT YOUR ORGANIZATION – Kimberley Parsons THREE SCOOPS AND A MISSION STATEMENT – Pete Zimek, CAE |
| 3:30–4:30 pm | Shared Interest Group (SIG) Meetings |
| 5:30–6:15 pm | President's Reception (invitation only) |
| 6:30–7:30 pm | Pre-Dinner Reception |
| 7:30–9:00 pm | Dinner & Dessert |
| 9:00–10:00 pm | After Dinner Entertainment with The DeLoreans |

Tuesday, May 7

| | |
|----------------|---|
| 8:00–9:00 am | Breakfast at Your Leisure |
| 9:00–10:15 am | Closing Keynote (1.00 CEU) EVERY YES BEGINS WITH A KNOW: INTEL SECRETS TO GROW YOUR ORGANIZATION – Sam Richter, CSP, CPAE courtesy of PK Speakers Bureau |
| 10:30–11:30 am | General Session (1.00 CEU) UNLOCKING YOUR FUTURE: BOOSTING ASSOCIATIONS WITH GENERATIVE AI Sam Richter, CSP, CPAE, courtesy of PK Speakers Bureau |
| 11:30–11:45 am | Closing Remarks and 2025 Annual Conference Host and Announcement |

**LEARN MORE AND REGISTER AT
VSAE.ORG/75THANNUAL**

Finding Mentorship in All Its Forms

Mentorship is a powerful component of many successful association careers—and it can take many forms. Learn how to uncover the type of mentorship that would benefit you professionally.

After years working in the private sector, I landed a great position at an association. While I remained in a similar job function to previous roles, I soon found my hard sales mindset required a shift.

No longer was my focus directly on supporting a sales unit to convert leads to customers. Instead, my new team's responsibility spanned communicating to and on behalf of diverse stakeholders about a variety of issues. There were discussions of corporate governance, policy, committees, and grassroots campaigns. With this learning curve to tackle, I was encouraged by friends and colleagues to find a mentor.

While it can be hard to admit when we don't know something, I had previously pursued mentorship in an array of forms throughout my formative years. In college, I joined organizations such as a business fraternity for support toward professional pursuits and gained excellent advice from my older peers. When first starting my career, I leaned into relationships with friends and supervisors who offered valuable guidance.

Today, I am proud to have integrated this mindset of continuously seeking mentorship into my professional life.

There are countless benefits to mentorship, both to the individual who is being mentored and the bestower of advice. Below are some of the types that I have sought or have helped those around me.

Internal vs. External to Organization

A more straightforward type of mentorship, that is typically accessible daily, comes in the form of your work team. Don't shy away from asking for their help, especially if you are fortunate to have a supportive supervisor and peers. When I was onboarding into the



new position, my team was integral to my successfully learning the ropes. Further, I've been empowered and guided to learn new soft and hard skillsets.

However, there can be limitations to restricting mentorship to those directly around you. Individuals outside of your organization often bring a fresh perspective that can aid in your growth in different ways. I've greatly benefited from participating in ASAE's Young Professionals mentor program, which matched me with a mentor not only in a different organization but also in a different state and job role, whose guidance has helped me tremendously.

Within Industry vs. Outside

As mentioned above, there is exceptional value in seeking mentors who work outside of your industry or job function. These individuals can shed light on new ways of thinking, processes, and tools that can be applied cross-functionally and may not be incorporated broadly into your field.

Of course, when you are looking to advance within your professional industry, having a mentor in the same or a similar field often provides critical guidance on areas such as certifications, training, and skills needed. They also make you aware of essential events and conferences and can introduce you to vital connections.

More vs. Less Career Experience

While we may default to thinking of mentorship as mostly a one-sided relationship—where the mentor gives guidance to the mentee—my own mentors continuously remind me of the ways that our conversations benefit them. Many

individuals have sought out reverse mentorship, or a partnership where more junior employees advise executive or more senior-level team members. This can be especially useful in learning about newer technologies and schools of thought that may have been recently updated in academic programs.

The more customary dynamic of learning from those with more experience is a method that has been leveraged for decades. Younger or more junior professionals can learn from the mistakes and successes of more experienced colleagues for their own professional development. Whether navigating a new industry, career advancement, or tricky work relationships, it's helpful to gain perspectives from those who have "been there, done that."

Throughout these categories, an important point to keep in mind is to seek out guidance from individuals who have different backgrounds and experiences to your own. Diversity of thought is extremely beneficial in molding your perspectives and knowledge for future endeavors.

Especially in a digital age that can empower relationships from any distance, take advantage of the wisdom of others. The power of community and shared experiences has proven the test of time and provided value across a variety of facets of civilization, including the professional development of many. This is why association professionals should seek out mentorship to accomplish personal and organizational goals—and then pay it forward.

ABOUT THE AUTHOR

Sara Karrakchou is digital communications specialist at the Healthcare Distribution Alliance.

WHAT'S IN STORE FOR '24!



An opportunity for professional Meeting Planners to bond as they share best practices and experience together the newest ideas in event planning. Approximately 6.5 CAE credits.

Meeting Planner Summit March 21–22

Delta by Marriott Virginia Beach Bayfront Suites



The entire membership comes together for high-caliber educational sessions, networking at receptions and a banquet, and fun activities in the local area. Approximately 7 CAE credits.

Annual Conference May 5–7 Hilton Norfolk The Main



Roundtable and panel discussions to explore the issues unique to owning and working for an Association Management Company. Approximately 4.25 CAE credits.

AMC Summit July 16 Omni Richmond Hotel



Top-level decision makers focus in on the current challenges and opportunities in leading their association into the future. Approximately 9 CAE credits.

CEO & Senior Staff Retreat September 9–10 Massanutten Resort



Virginia's premiere conference for association executives and meeting planners, offering an Expo with 70+ exhibitors and multiple educational sessions. Approximately 6 CAE credits.

Fall Conference & Expo September 25–26 Greater Richmond Convention Center and Hilton Richmond Downtown



VSAE's most popular event! Bid on over 80 donated items, then enjoy a luncheon at which the winners of the Awards of Excellence are recognized.

Awards Luncheon & Silent Auction December 6 Hilton Richmond Hotel & Spa Short Pump

Mark your calendars and learn more at vsae.org/calendar

PARTNER SPOTLIGHT

Embassy Suites Hampton Convention Center is a great place to make the most of your stay. Within easy reach to 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, productive and get some work done from the comfort of your spacious newly renovated two room suite. A private bedroom and separate living area, featuring a queen sofa bed, means you have the flexibility to relax with the whole family.

Start every day in style with a complimentary made-to-order breakfast. In the evening, unwind with a drink and snack at the complimentary Evening Manager's Reception. Keep active by swimming laps in the indoor pool or by utilizing the fitness center.

WHAT TO DO

The Hampton Roads Convention Center featuring 363,595 sq. ft. of conference space, The Hampton Coliseum which holds 15,000 attendees and The Hampton Aquaplex which boast the largest indoor competition pool in Virginia are just steps away. Embassy Suites is the ideal choice for those attending a conference, exhibition, trade show, concert, sporting event or simply a weekend getaway. Easy highway access makes exploring the local area hasslefree and puts Hampton University only minutes away.

Head to Peninsula Town Center and treat yourself to a bit of retail therapy or a great dining experience. 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 less than a 30-minute drive from the hotel.

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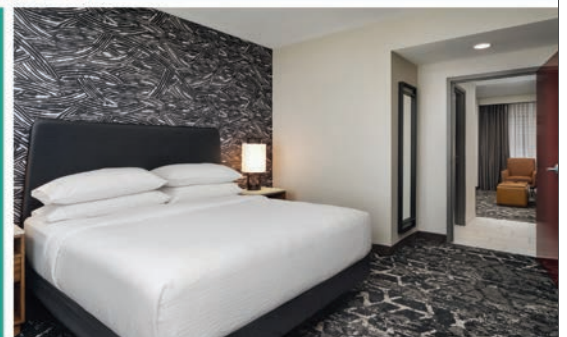
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AROUND THE COMMONWEALTH



Congratulations to **Lisa R. Varga**, Executive Director of the **Virginia Library Association**, who has been named Library Journal's 2024 Librarian of the Year.

WELCOME NEW MEMBERS

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1. Click 'Member Center' on the menu bar. Click "My VSAE"
2. Under 'My Profile', click 'Your Organization.' Click "Profile and Member Search"
3. Click 'Invoices.'
4. Pay online via credit card OR print and mail with a check.

QUESTIONS?

Contact Tami at tami@vsae.org.

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2924 Emerywood Parkway
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PHONE: (804) 747-4971

FAX: (804) 747-5022

info@vsae.org
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Terry Monroe, MBA, CAE
Editor

Lorraine Meade
Content, layout, and design

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for the March/April issue:**
February 26

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