



Join us on **Thursday, April 11** at the **Richmond Marriott Short Pump** for a presentation by **Nicole McAllister** and Mark Hubbard, both with McGuireWoods Consulting, LLC on understanding the media—what they want vs. what you want. Learn three critical message delivery techniques and the essential DOs—these will make you—and the essential DON'Ts—these will break you, when it comes to protecting your association's reputation during a crisis.

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

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

## The Power of Being Uncertain

*Anne Bonney, Opening Keynote, Annual Conference*

Life is full of uncertainty. We never know for sure what is going to happen tomorrow - whether we'll get the job we applied for, if our relationships will last, or how a major life decision will turn out. While uncertainty can cause anxiety and lean on our resilience a little harder than is comfortable, embracing it and getting comfortable with not knowing is actually good for our resilience.

Humans rush to certainty. It's a heck of a lot more comfortable to know, but so often we're wrong! If we can learn to accept and even appreciate the unknowns in life, and stop assuming we know, it frees up our mental energy to focus on being more agile and adaptive. We open ourselves to possibilities rather than casting off creative solutions because we cling to our fixed mindsets.

When we think we know, we stop questioning, searching and discovering. We act on habit, which isn't always the right response in the moment. Uncertainty invites curiosity – and curiosity is a key factor in being able to be resilient in the face of life's challenges. Curiosity is a willingness

*continued on page 6 >*

### DON'T MISS IT!

#### APRIL SEMINAR WITH LUNCH

**THURSDAY, APRIL 11**

Richmond Marriott Short Pump

##### SCHEDULE

8:30 am

Registration Opens

9:00 – 11:00 am

Seminar

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

**MONDAY, MARCH 25, 2024**

ECP Articles Club

*Virtual*

**SUNDAY, MAY 5, 2024 -**

**TUESDAY, MAY 7, 2024**

**2024 Annual Conference**

*Hilton Norfolk The Main*

**THURSDAY, JUNE 6, 2024**

**Seminar with Lunch**

*Dover Hall*

**THURSDAY, JUNE 13, 2024**

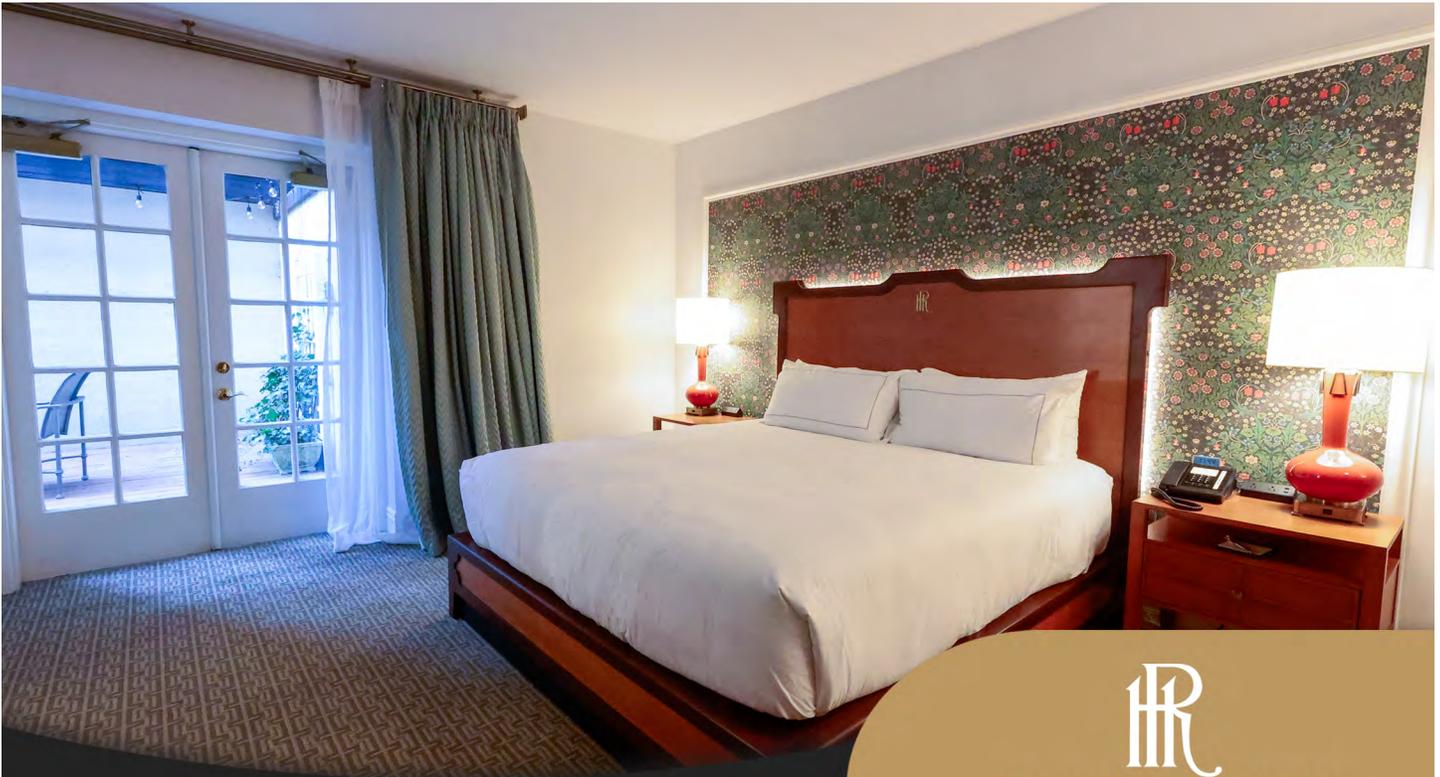
**Seminar with Breakfast**

*National Society of*

*Professional Engineers*

*Alexandria*

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



THE HOTEL ROANOKE  
& CONFERENCE CENTER

CURIO COLLECTION BY HILTON

## REIMAGINING LUXURY, REDEFINING ELEGANCE RENOVATING THE GRAND OLD LADY

In 2024, The Hotel Roanoke & Conference Center is embarking on a \$14-million complete guest room renovation for the historic property that brings new technology, and a fresh design to each of the property's 328 guestrooms, including an expanded SALT Foot Sanctuary Spa Suite on the new Health & Wellness Floor.

The 2024 guestroom renovation builds upon the hotel's premier status as a destination and meeting facility in Virginia's Blue Ridge and creates a new and exciting amenity for conferences and events.

Guestroom updates include smart features that will allow guests to use their phones to adjust the TV and room temperature to their preferences, and continue to use their phone as room keys along with adding 55-inch TVs and refrigerators to all guestrooms.

The renovation project is expected to be completed by the end of 2024.



**BRING THE TEAM TOGETHER AT THE HOTEL ROANOKE & CONFERENCE CENTER!**

**CONTACT MATT POLANSKY AT 540.524.8081 OR EMAIL [MATT.POLANSKY@HOTELROANOKE.COM](mailto:MATT.POLANSKY@HOTELROANOKE.COM)**

The Hotel Roanoke & Conference Center | 110 Shenandoah Avenue | Roanoke, Va. 24016 | 540.985.5900 | [www.HotelRoanoke.com](http://www.HotelRoanoke.com)

# Thank You, 2024 PARTNERS

## PRESIDENT'S CLUB

Cavalier Resort  
Colonial Williamsburg Resorts  
Hilton Norfolk The Main  
James River Audio Visual Services  
Kalahari Resorts  
Kingsmill Resort  
Massanutten Resort  
Virginia Beach Convention & Visitors Bureau

## BENEFACTOR

Dover Hall Experiences  
Greater Richmond Convention Center  
The Hotel Roanoke & Conference Center  
Richmond Marriott Downtown  
Novi AMS  
VisitNorfolk  
Visit SoSi  
Visit Virginia's Blue Ridge

## SUPPORTER

Caesars Virginia  
Great Wolf Lodge  
Hilton Virginia Beach Oceanfront  
Hotel Madison & Shenandoah Valley Conference Center  
Jamestown-Yorktown Foundation  
Minuteman Press – Glen Allen  
Norfolk Waterside Marriott  
The Omni Homestead Resort  
Personify  
Visit Loudoun

## PATRON

DoubleTree by Hilton Williamsburg  
Embassy Suites Hampton Convention Center  
The Greenbrier  
Hampton Convention & Visitors Bureau  
Hilton Richmond Downtown  
Lansdowne Resort  
Omni Charlottesville Hotel  
Omni Richmond Hotel  
Renaissance Portsmouth-Norfolk  
Waterfront Hotel  
TowneBank  
The Virginian Hotel  
Visit Richmond VA

# Leadership reflections



Stewart Hinckley  
VSAE President

**“The board is committed to addressing the needs of all members, keeping committees and SIGs open to all members, and ensuring that DEI is enabled.”**

As I write this message, the VSAE Board of Directors has just met to address some strategic business. First, we reviewed and approved the 2023 independent audit. I am delighted to report that the society is in a solid financial position, and I would like to thank the Eisenman & Associates staff for their organization and cooperation in assisting the auditors.

Second, the board reviewed and accepted the Nominating Committee recommendations for the 2024-2025 Board of Directors; the list of nominees is included in this newsletter and I ask for your support in approving this slate, which includes three new board members: **Kelly Ann Gull, CAE** (National Society of Professional Engineers), **Tom Hardiman, CAE** (Hardiman-Williams, LLC), and **Michelle Runge, CAE** (The American Inns of Court). A special shoutout to **Carter Lyons, CAE** (Associated General Contractors of Virginia), who will move into the officer track as Secretary.

I would be remiss if I did not thank the outgoing board members, **Christina Lewellen, MBA, CAE**, (Association of Technology Leaders in Independent Schools), and **Dean Lynch, CAE** (Virginia Association of Counties). I have been honored to serve alongside Christina and Dean, learning so much from them and admiring their leadership. Of course, we're all going to miss **Steven Williams, CAE** (Hardiman-Williams, LLC) who is rotating off the board as Immediate Past President. Steven has given tirelessly to VSAE over many years.

The board has been busy acting on recommendations made by the Governance Task Force. We have initiated a flipped agenda to optimize our time and stay aligned with the Strategic Plan. We also are evaluating the current volunteer

engagement structure (committees, task forces, SIGs) to determine where changes need to be made, redefined or sunset. We are developing charters for each committee, beginning with the Executive Committee, and establishing a board liaison for each committee. The charters will be initiated by the board, but then given to the committees for further development to create ownership and to align their work with VSAE's strategic plan. Throughout this process, the board is committed to addressing the needs of all members, keeping committees and SIGS open to all members, and ensuring that DEI is enabled.

In 2023, the board created a task force to evaluate the Fall Conference and Expo; the board looks forward to seeing their recommendations after they complete their work in April. Recommendations from the task force will be considered at the May Board of Directors meeting. This task force is composed of association staff, CVBs, hotel properties, and solution providers, who have been divided into four working groups. Any substantial changes would most likely be implemented in 2025.

The VSAE 75th Anniversary Annual Conference will soon be upon us. If you haven't already registered for the meeting, May 5-7, please drop what you're doing right now and do so! Special thanks to the **Hilton Norfolk The Main** and **VisitNorfolk** for hosting the society's Diamond Jubilee.

This will be my last leadership column as my term as President comes to a close. I would like to thank all committee chairs and SIG leaders, board members, and staff for your support. I could not have done it without you, and I am incredibly honored to have served our members.

I'm looking forward to celebrating in Norfolk! See you there!



# SAVE THE DATE TO Celebrate!

Schedule subject to change.

## Sunday, May 5

12:00–4:00 pm	Pre-conference Activities
5:15–6:00 pm	First-Time Attendee and New Member Mixer <i>(invitation only)</i>
6:00–7:30 pm	Opening Reception
7:30 pm	Dine on Your Own



## Monday, May 6

7:00–8:15 am	Breakfast
7:00–8:00 am	Association Leadership Virginia (ALV) Information Session Breakfast
8:15–9:30 am	Opening Remarks and Keynote (1.00 CEU) <b>IGNITE YOUR RESILIENCE: BUILDING CONFIDENCE IN CHAOTIC TIMES</b> Anne Bonney, CSP, <i>courtesy of PK Speakers Bureau</i>
9:45–11:00 am	Breakout Sessions (choose one) (1.25 CEU) <b>HOW AND WHY TO CREATE A VOLUNTEER LEADER LEARNING FRAMEWORK –</b> Michelle Runge, CAE <b>LEADERSHIP PEOPLE WANT TO FOLLOW –</b> Anne Bonney, CSP <b>DEMYSTIFYING DECISION MAKERS: CONNECTING YOUR ASSOCIATION TO THE RIGHT CORPORATE SPONSORS –</b> 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) <b>CHOOSE YOUR OWN ADVENTURE: THE SCIENCE OF MEMBERSHIP RESTRUCTURING –</b> Chris Williams, CAE <b>UNLOCKING CHANGE: MASTERING THE ART OF STRATEGIC CONVERSATIONS –</b> Stephanie Peters, CAE <b>MENTORSHIP REDEFINED: GUIDING LEADERSHIP EVOLUTION THROUGH A 360 PERSPECTIVE –</b> Michael Pereira and Celia Zamora, PhD, CAE
2:30–3:30 pm	Breakout Sessions (choose one) (1.00 CEU) <b>HOW TO AMPLIFY INCLUSIVE TEAMING THROUGHOUT YOUR ASSOCIATION –</b> Kimberley Parsons <b>3 SCOOPS AND A MISSION STATEMENT –</b> Pete Zimek, CAE
3:30–4:30 pm	Shared Interest Group (SIG) Meetings
5:30–6:15 pm	President’s Reception <i>(invitation only)</i>
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

7:30–9:00 am	Breakfast at Your Leisure
9:00–10:15 am	Closing Keynote (1.00 CEU) <b>EVERY YES BEGINS WITH A KNOW: INTEL SECRETS TO GROW YOUR ORGANIZATION –</b> Sam Richter, CSP, CPAE <i>courtesy of PK Speakers Bureau</i>
10:30–11:30 am	General Session (1.25 CEU) <b>UNLOCKING YOUR FUTURE: BOOSTING ASSOCIATIONS WITH GENERATIVE AI –</b> Sam Richter, CSP, CPAE <i>courtesy of PK Speakers Bureau</i>
11:30–11:45 am	Closing Remarks and 2025 Annual Conference Host and Venue Announcement

### DIAMOND

- Cavalier Resort
- Greater Richmond Convention Center
- GrowthZone
- Hotel Madison & Shenandoah Valley Conference Center
- Kingsmill Resort
- Norfolk Waterside Marriott
- Renaissance Portsmouth-Norfolk Waterfront Hotel
- Richmond Marriott Downtown
- Sheraton Norfolk Waterside
- TowneBank
- Visit Loudoun
- Visit Sosi

### PLATINUM

- Caesars Virginia
- Dover Hall Experiences
- Hampton Convention & Visitor Bureau
- Hilton Norfolk The Main
- The Hotel Roanoke & Conference Center
- James River Audio Visual Services
- Jamestown-Yorktown Foundation
- Lansdowne Resort
- Massanutten Resort
- Novi AMS
- Results Direct
- Richmond Region Tourism
- The Virginian Hotel
- Visit Staunton
- Visit Virginia’s Blue Ridge

### GOLD

- Colonial Williamsburg Resorts
- Embassy Suites Hampton
- Great Wolf Lodge
- The Greenbrier
- Hilton Virginia Beach Oceanfront
- Minuteman Press – Glen Allen
- Omni Charlottesville Hotel
- Omni Richmond Hotel
- Personify
- Whiteford

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

## PRE-CONFERENCE ACTIVITIES

All pre-conference recreation activities are on Sunday, May 5. Registrations are limited. Activities require additional fees. A pre-conference Recreation confirmation email will be sent the week before the conference.



### WATER'S EDGE WINERY (12:30 – 2:00 p.m.)

Experience the unique thrill of bottling your own wine at Water's Edge Winery, complemented by a delightful array of charcuterie and lunch appetizers. This franchise is not only woman-owned but also proudly operated by a retired Naval Aviator who was based at Norfolk Naval Station. Join both owners as they share the inspiring journey behind bringing their vision to life and the intricacies of crafting and bottling wine onsite. The wine produced will feature a personalized label for the VSAE 75th Annual Conference, and attendees will have the exclusive opportunity to bottle and take home their customized wine. Limited to 30 participants.

This activity includes lunch, transportation to and from the hotel, and one bottle of on-site bottled wine.

Members: \$50 Non-Members: \$55



### VICTORY ROVER CRUISE (12:00 – 2:30 p.m.)

Embark on a captivating exploration of the Norfolk harbor with a guided tour aboard the Victory Rover, focusing on an up-close view of the impressive ships stationed at Naval Station Norfolk. Indulge in a delightful box lunch provided during the journey and additional drinks and snacks will be available for purchase on the vessel. With a maximum capacity of 30 people, this maritime adventure begins at 12:00 p.m., promising an immersive experience for all attendees.

This activity includes lunch and a tour of Norfolk Harbor and Naval Station Norfolk.

Members: \$50 Non-Members: \$55



### PICKLEBALL TOURNAMENT AT OLD DOMINION UNIVERSITY (11:30 a.m.– 4:00 p.m.)

Get ready to pickle and roll at VSAE's first Pickleball Tournament at Old Dominion University, which will feature 16 players competing on an indoor court! This dill-lightful event promises 3-4 hours of pickle-packed action, starting at noon, with box lunches provided onsite. All necessary equipment will be supplied, and participants are required to wear athleisure attire and tennis shoes for a comfortable experience. Join us for a dynamic and spirited competition that will leave you craving more pickleball pandemonium!

This activity includes lunch, pickleball equipment, and transportation to and from the hotel..

Members: \$50 Non-Members: \$55



### PERRY GLASS STUDIO GLASSBLOWING WORKSHOP (12:15 – 3:30 p.m.)

Tap into your artistic spirit at the Perry Glass Studio! Immerse yourself in the excitement of a hands-on glassblowing workshop, where you'll have the opportunity to mold and craft your very own radiant creation in the fascinating world of molten artistry. Before delving into this creative class, enjoy lunch at the Chrysler Museum of Art's new restaurant and event space, Café Zinnia, and briefly tour the museum before creating your own unique Norfolk piece of art. This workshop is limited to only 30 participants and is set to kick off at 1:30 p.m.

This activity includes lunch, transportation to and from the hotel, time to explore the Chrysler Museum of Art, and your choice between a glass blown duckling, heart, or starfish paperweight, or an ornament. Items can be picked up or shipped post event.

Members: \$50 Non-Members: \$55



### CITY CRUISES NORFOLK SIGNATURE BOTTOMLESS MIMOSA BRUNCH CRUISE (12:30 – 3:00 p.m.)

Our Norfolk Signature Brunch Cruise is an unforgettable experience. Dine and dance on the Elizabeth River with views of the city's magnificent skyline on this casual day out. Enjoy a delicious, chef-prepared buffet and gorgeous views of Norfolk's spectacular architecture. You'll marvel at famed city landmarks, such as the Navy's mighty Atlantic Fleet and Norfolk Skyline, from our cozy, climate-controlled interior, and open air-roof decks. We keep the spirits flowing with a fully stocked bar, games, and lively music from our DJ. Join us for a memorable, one-of-a-kind day. Limited to 20 participants. Boarding at 12:30 pm. Cruise from 1:00 to 3:00 pm.

This activity includes lunch, a tour of the Norfolk Harbor, bar service, and dancing.

Members: \$65 Non-Members: \$70

**LEARN MORE AND REGISTER AT [VSAE.ORG/75THANNUAL](https://vsaе.org/75thannual)**

**Uncertainty**, *continued from page 1*

to investigate and learn. Curiosity fires up your brain to ask, “What if...?” Some of life’s greatest discoveries have emerged from a spirit of not-knowing. Albert Einstein and Marie Curie thrived on questioning the status quo and embracing uncertainty, and look where that got them!

Embracing uncertainty is like a workout for our resilience muscles; the more you do it, the better you get. When we become accustomed to not having total control or the (false) security of guarantees, we learn to adapt to whatever comes our way. We can handle unpredictable situations and even failures more skillfully. Certainty makes us brittle; uncertainty keeps us agile. Cultivating a level of comfort with uncertainty builds mental toughness (resilience + confidence) so no matter what happens, we know we can deal with it.

It’s humbling and it’s uncomfortable. It reminds us we don’t have everything all figured out – but the beauty is, nobody does! The real fact is that there are very real limits to

what we can know for sure. Some certainty is possible and necessary, but absolute certainty is an illusion, and the more quickly we face that reality, the more quickly we can drop the resistance to change and uncertainty, and move on to productivity in the reality of NOW!

Cultivate your curiosity! Order something at a restaurant that you wouldn’t typically order. Take a different route to work and ask more questions during your meetings. These little acts of unknown-exploring will invigorate the problem-solving part of your brain, amplify your connection with others, and boost your resilience so you can handle whatever unexpected challenge comes next with a little more grace!

See you in Norfolk, and we’ll chat about resilience a little more!

Join Anne for her opening keynote at the Annual Conference: “Ignite Your Resilience: Building Confidence in Chaotic Times” and her breakout session, “Leadership People Want to Follow.”



# ELEVATE YOUR EXPERIENCE

Modern Downtown Hotel with  
413 guestrooms and over 26,000 square feet of meeting space

\*Grand Ballroom (15,000 sq. ft) and Capital Ballroom (7,900 sq. ft)  
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# Unlocking Association Growth: The Power of AI-Powered Intel and Generative AI

Sam Richter, CSP, CPAE, Closing Keynote Speaker, Annual Conference

In the dynamic world of association management, staying ahead of the curve is essential for driving growth and success. With the landscape constantly evolving, association executives need to leverage innovative tools and strategies to navigate challenges and seize opportunities.

Enter Digital Intelligence and Generative AI – two powerful resources that are revolutionizing the way associations operate and engage with their stakeholders. By harnessing the insights provided by these cutting-edge technologies, executives can unlock new avenues for growth and achieve their organizational objectives.

## Digital Intelligence: Empowering Informed Decision-Making

At the heart of every successful association is the ability to make informed decisions based on comprehensive insights. Digital Intelligence is the practice of finding online information to ensure relevance in every communication. It equips executives with the knowledge they need to understand their members' needs, identify potential sponsors, and seize opportunities for collaboration.

From advanced search techniques to specialized tools like the Intel Engine – which all attendees at the upcoming VSAE conference will receive – executives can access a wealth of information with ease. By knowing the key decision makers, and what's important to them, associations can tailor their messages for members, sponsors, vendors, and more to drive sustainable growth.

## Generative AI: Revolutionizing Communication and Engagement

In today's digital age, relevant communication is key to building strong relationships with members and sponsors. Generative AI, powered by innovative technologies like ChatGPT, offers executives a powerful tool for crafting personalized messages and engaging with their audience on a deeper level.



By leveraging the predictive capabilities of Generative AI, executives can streamline communication processes, enhance engagement, provide exceptional member service, and deliver value to all stakeholders. In sales, marketing, and operations, Generative AI has the potential to provide massive efficiencies for your association while simultaneously providing incredible member value.

## Transforming Relevance into a Strategic Advantage

At the upcoming VSAE Conference, bestselling author and Hall of Fame speaker, Sam Richter

(samrichter.com), will help you discover these powerful concepts, and he'll share the inside secrets on the tools you can use to take advantage of these strategies. He'll help you transform the "R" in your CRM into relevance, highlighting how this strategic approach can help associations navigate past gatekeepers and leave lasting impressions on stakeholders. By tailoring messages to address specific needs and interests, associations can foster meaningful connections and drive more engagement.

Join Sam for his closing keynote at the Annual Conference: "Every YES Begins with a KNOW: Intel Secrets to Grow Your Organization" and his general session, "Unlocking Your Future: Boosting Associations with Generative AI." Discover how these innovative technologies can revolutionize your operations, sales, marketing, communication, and engagement strategies.

## PRIVATE EVENTS



JamesTown & American Revolution  
SETTLEMENT MUSEUM AT YORKTOWN  
[jyfmuseums.org/privateevents](http://jyfmuseums.org/privateevents)

Interested in  
developing your  
leadership skills  
and advancing  
your career?



**Association Leadership Virginia** (ALV) focuses on developing leaders for Virginia's association community. Participants gain valuable leadership and association management skills, build professional and association management skills, build professional and association management skills, build professional and personal relationships with colleagues from across the Commonwealth, and map out a plan to achieve their individual goals, regardless of career stage.

ALV is a valuable program for association professionals and industry partner professionals who work directly with associations.

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VSAE.ORG/ALV**

FOR MORE INFORMATION,  
CONTACT: **TERRY MONROE,**  
**VSAE EXECUTIVE DIRECTOR**

**TERRY@VSAE.ORG**  
**804-249-2234**

# Vote for Your Officers and Directors at the Annual Business Meeting on April 11

The Nominating Committee and the Board of Directors nominate the following slate of directors for the 2024-2025 year (May 1 - April 30):

## Officers

### **PRESIDENT**

**Shannon McCabe, CAE**  
Executive Director  
Association of Consulting Foresters

### **PRESIDENT-ELECT**

**Abby Tammen**  
Chief Executive Officer  
Charlottesville Association of REALTORS

### **TREASURER**

**Bruce Whitehurst**  
President & CEO  
Virginia Bankers Association

### **SECRETARY**

**Carter Lyons, CAE**  
Director of Communications  
Associated General Contractors of Virginia

### **IMMEDIATE PAST PRESIDENT**

**Stewart Hinckley**  
President & CEO  
Ruggles Service Corporation

## Directors

The following members shall begin new terms beginning May 2024.

**Kelly Ann Gull, CAE**  
Director of Learning  
National Society of Professional Engineers

**Tom Hardiman, CAE**  
Partner  
Hardiman-Williams, LLC

**Michelle Runge, CAE**  
Director of Chapter Relations  
America Inns of Courts

**Megan Williams, CAE, CMP**  
Deputy Director  
Virginia Sheriffs' Association  
The following members shall continue serving their current terms.

**Randy Grumbine, MBA, MLA**  
Executive Director  
Virginia Manufactured and  
Modular Housing Association

**Susan Park, Ph.D., CAE**  
Executive Director  
Coastal and Estuarine Research Foundation

**Amy Sales, CMP**  
Vice President  
Easter Associates

**Jennifer Thomas, CAE**  
Executive Director  
Organization Management Group

**Craig Toalson, CAE, IOM**  
Chief Executive Officer  
Home Builders Association of Virginia

To serve one-year term as the Associate member representative:

### **Associate Member (Appointed Position)**

**Ann Hayes, CTA, CGMP**  
Director of Sales  
Visit Loudoun

Additional candidates for the offices to be filled (except President and Past President) may be placed on the ballot with a petition signed by at least 10 percent of the members eligible to vote. The petition must be filed with the current Secretary, **Bruce Whitehurst**, at [info@vsaе.org](mailto:info@vsaе.org) no later than April 3. The Secretary shall send notice of such additional nominations to all members eligible to vote before the election.

The slate of officers and directors will be voted on by eligible members present at the Annual Business Meeting and Board Election on April 11 at the **Richmond Marriott Short Pump**.

## PARTNER SPOTLIGHT

### Rediscover The Omni Homestead, An American Icon

The Omni Homestead Resort has reached a new pinnacle in luxury hospitality. The iconic resort, known as America's first resort, has expanded its event and meeting spaces as part of an overall \$150+ million-dollar property-wide renovation. The extensive endeavor has elevated the resort's capabilities while retaining historical design details to honor its rich history and celebrate its unique character.

For more than 250 years, The Omni Homestead has served as a cherished sanctuary for travelers from around the world. Throughout its history, the resort has continually expanded and evolved and by the late 1800s, it was known as one of the country's premier resorts where captains of industry, society, foreign dignitaries and 24 U.S. presidents would steal away for R&R and to conduct business. Today, the resort's transformative renovations create a sense of grandeur, setting the stage for hosting a new era of sophisticated celebrations and gatherings.

A premier destination for meetings and events, The Omni Homestead has recently unveiled an all-new, indoor and outdoor 4,000 square foot event pavilion. This remarkable facility is set against the picturesque backdrop of stunning mountain views. In addition, the resort's existing 72,000 square feet of meeting space received a refresh focused on advanced functionality and revived interiors.

"The completion of our extensive renovation marks a turning point in defining what true, luxury hospitality means," says Mark Spadoni, Managing Director at The Omni Homestead Resort. "Our talented design team meticulously updated the meeting and event spaces, allowing us to completely reimagine what the guest experience looks like and cater to ever-evolving event needs."

The Old Course Pavilion, located at the north end of the Old Course driving range, is an idyllic destination for weddings, reunions, parties, and more, serving up to 225 guests. A bridal suite and dedicated prep kitchen

## The Omni Homestead Resort



allow for full-service catering and dynamic indoor/outdoor experiences with sprawling views of the Tower, East, and West wings.

Theater 1923, an essential breakout facility for keynote speakers, received a classic, yet modern update. The viewing area has been converted from theater seats to sofa settees, lounge chairs, and side tables ideal for a variety of events ranging from presentations to movie nights to magic shows.

To satisfy the demands of meeting groups, additional renovations to each of the existing 28 meeting rooms include refinished wood floors plus new carpets, furniture, wallcoverings, acoustic ceiling tiles, furniture,

and light fixtures with an architectural and functional focus.

"The Omni Homestead Resort prides itself on being more than just an elegant escape; it serves as a living piece of American history. This investment into all of our facilities and amenities ensure form meets function at every turn," adds Spadoni.

### Want More Info?

**Joe Barrow**

Director of Sales

540-839-7511 or 888-796-5838

[joe.barrow@omnihotels.com](mailto:joe.barrow@omnihotels.com)

[theomnihomestead.com](http://theomnihomestead.com)

## Meet with PURPOSE.



Following a \$150 million investment, America's most beloved resort ushers in a new era of hospitality across 76,000 square feet of fully revitalized meeting spaces including the breathtaking Old Course Pavilion. Contact us now for your 2025 meeting. Special offers available for a limited time.

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# LET'S RECAP



## March Seminar and Lunch

During the March seminar and luncheon, Christopher R Jones, the founder and CEO of Authentic Leader, shared valuable insights on the keys to leadership success for association managers. He suggested that association executives should focus on uncovering the leadership potential within their existing teams and support these potential leaders in gaining experience before they move on to new roles. Mr. Jones also emphasized the importance of cultivating trust and increasing engagement across the entire organization, thereby establishing a culture of empowered and autonomous action, rather than dependence. He stressed the need for executives to identify and remove any obstacles that can limit teams from achieving next-level performance.



## Innovation Pulse Workshop: A New Lens on Design Thinking

On March 13, association executives from Northern Virginia participated in the inaugural Innovation Pulse workshop, facilitated by Shira Lotzar Chief Engagement Officer, Purposeful Hire, Inc., and Mary Power, President and Founder, M-Powering Leaders, LLC. During the workshop, they discussed how design thinking differs from traditional problem solving and how it follows an iterative process that challenges assumptions and redefines problems with a user-focused approach. They also highlighted the importance of receiving feedback from stakeholders. Additionally, they explored the 4-question design thinking approach, which involves addressing the following questions: “what IS,” “what IF,” “what WOWS,” and “what WORKS.” The attendees engaged in table exercises based on the first two questions - what IS and what IF - to explore key challenges within their organizations.

## Associate Member SIG

The Associate Member SIG met virtually on Thursday, February 29. The topic was “Leap into 2024 and Leverage your Partnerships.” There was a diverse audience that offered perspective from the standpoints of CVB, Hotel, Attraction, and Speaker. Items discussed included partnerships as they relate to face-to-face client interaction, trade shows, and virtual. We also brainstormed how to most effectively reach clients in our current climate of home offices and virtual employees. We look forward to our next meeting on Monday, May 6 during the VSAE Annual Conference.

## CEO SIG

The CEO SIG explored “Managing Your Dream Team.” The group delved into big picture team-building issues, including employee recruitment, retention, well-being, and training. Navigating generational differences, communication strategies and tangible non-salary benefits were also covered. Attendees shared their concerns and leaned on colleagues to work through take-home strategies to implement in their own organizations. The discussion was “truly energizing and supportive,” demonstrating “the impact this network can have,” said **Kendall Tyree**, leader for the CEO SIG. “That’s what really makes these sessions shine.”



### NORFOLK, VA: THE PERFECT MATCH FOR MEETINGS

Have you met your match yet—the one that sparks a connection, the one that’s got everything you need and the one that you just know deep down is the right choice? By the way, we’re not talking about a match for love; we’re talking about a match for meetings.

Finding the right destination for professional groups to gather isn’t as simple as it seems. You need all the expected amenities: adequate meeting and convention options plus space for breakout sessions, not to mention plenty of hotel accommodations. You need the convenience of a location that’s easy to travel to via highway, Amtrak or airplane. Finally, you need a place that’s worth the journey, a locale that’s bursting with irresistible charm, unmatched arts and culture and a simply craveable culinary scene. In short, you need to meet in Norfolk. Centrally located on the Eastern Seaboard, Norfolk is only hours from two-thirds of the

U.S. population, making getting here and meeting here extremely convenient, not only for your travel needs but for your budget as well.

We’re a vibrant, urban destination with 144 miles of shoreline waiting to be explored. You can feel the southern hospitality and creative grit when walking around Downtown which is full of entertainment, shopping, attractions and cuisine. Generous accommodations abound with over 5,000 hotel rooms and more than 500,000 square feet of total meeting space. Many of the city’s celebrated cultural centers and arts facilities—including Nauticus and Battleship Wisconsin, the Virginia Zoo, Chrysler Museum of Art and Norfolk Botanical Garden—double as alternative event venues. All of this, and much more, await your arrival in the heart of the Virginia waterfront.

Keep on reading to find out why so many meeting planners fall in love with Norfolk, Virginia and why it may just be the match you’ve been missing.

[Read More](#)



VISIT **Norfolk**

## PARTNER SPOTLIGHT

# The Cavalier Resort

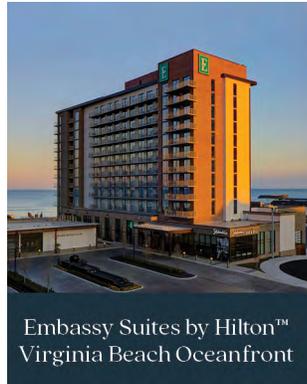
## BUSINESS AT THE BEACH Three Hotels. One Iconic Meeting Destination.

Nestled along the Virginia Beach Oceanfront lies the Cavalier Resort, a beacon of sophistication and functionality for associations seeking the ideal event venue. With its unrivaled blend of opulent accommodations, state-of-the-art meeting spaces, and an array of post-conference leisure activities, the Cavalier Resort stands as a testament to seamless integration of business and pleasure. Nowhere else can you find such a diverse range of options for meetings of every size, theme, and complexity.

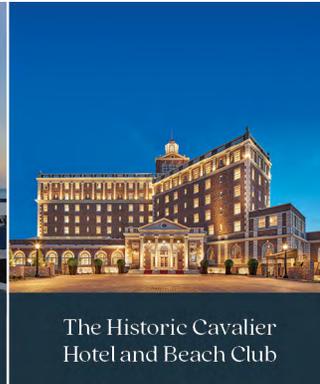
At the heart of the Cavalier Resort's appeal lies its unique campus featuring three distinct hotels, each offering its own blend of charm and sophistication. Whether you prefer the historic elegance of The Historic Cavalier Hotel, the contemporary comfort of the Marriott Virginia Beach Oceanfront Resort, or the spacious suites of the Embassy Suites by Hilton™ Virginia Beach Oceanfront Resort, there's a perfect setting for every type of gathering.

What sets the Cavalier Resort apart is its unmatched flexibility. Event planners have the freedom to mix and match accommodations and meeting spaces across the Resort, allowing for endless possibilities in crafting the perfect event experience. Boasting an expansive 70,000 sq.ft. of meeting and event space, including three grand ballrooms, including the oceanfront's largest, and 21 technologically advanced meeting rooms, the Resort caters to associations of all scales. Equipped with cutting-edge audio-visual capabilities, our team ensures that presentations are delivered flawlessly, leaving attendees captivated and engaged.

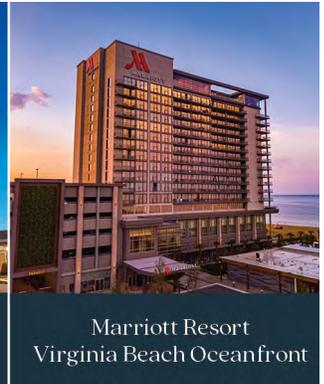
But it's not just about business at the Cavalier Resort. After a productive day of meetings, attendees can unwind and recharge amidst the resort's wealth of amenities and activities. Attendees can immerse themselves in the breathtaking vistas of the Atlantic Ocean or partake in an array of resort activities, from beach services to beach cruiser rentals. The six indoor and outdoor pools offer a refreshing



Embassy Suites by Hilton™  
Virginia Beach Oceanfront



The Historic Cavalier  
Hotel and Beach Club



Marriott Resort  
Virginia Beach Oceanfront

respite, while SeaHill Spa promises indulgent pampering for those seeking relaxation. For the connoisseurs of fine spirits, a tour of the award-winning Tarnished Truth Distillery presents an opportunity to savor artisanal creations within the historic walls of The Historic Cavalier Hotel. From fine dining experiences to casual beachside fare, there's something to satisfy every palate and preference at one of the Cavalier Resort's nine top-rated restaurants.

## About The Cavalier Resort

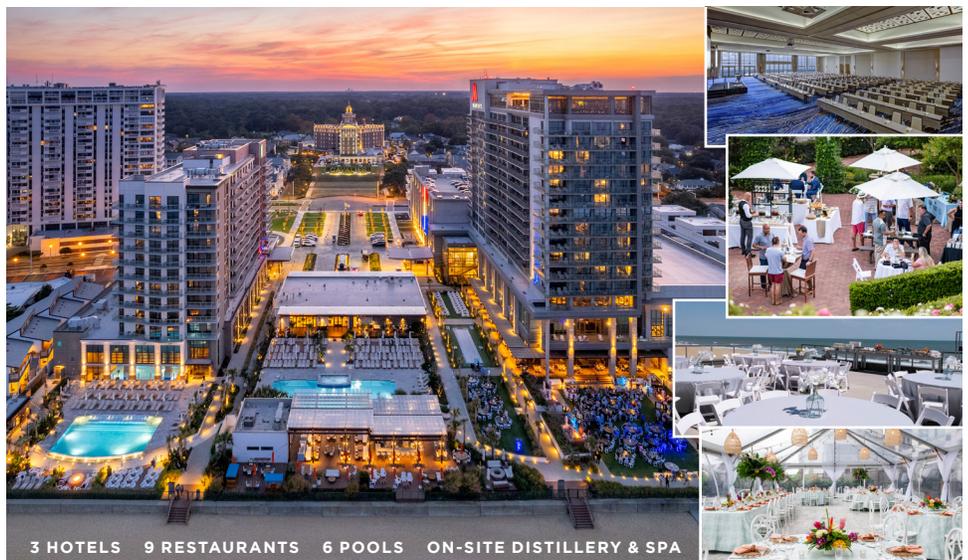
The Cavalier Resort is a collection of historic and modern hotels boasting 547 guest rooms, a luxury beach club, 9 top-ranked restaurants

and bars, over 70,000 sq.ft. of meeting and event spaces, an on-site distillery, a luxury spa, and private residences offering guests the finest accommodations, signature amenities, and unparalleled views of Coastal Virginia.

## Want More Info?

### Priscilla Monti

Senior Sales Manager, Associations  
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Marriott Virginia Beach Oceanfront Resort, and  
Embassy Suites By Hilton™ Virginia Beach  
Oceanfront Resort  
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3 HOTELS 9 RESTAURANTS 6 POOLS ON-SITE DISTILLERY & SPA

## Three Hotels. One Iconic Meeting Destination.

[CAVALIERRESORTVB.COM](http://CAVALIERRESORTVB.COM)





Chandler Owdom, has been promoted to Senior Vice President, Communications and Strategy with Virginia Bankers Association.

## WELCOME NEW MEMBERS

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**Salvador Chairez**, Design Build Institute of America, Washington, DC

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**Michelle Dunn**, VA Bankers Association, Glen Allen

**Yasmeen Fields**, Society Breast Imaging, Richmond

**Nuria Gramkee**, Society of Breast Imaging, Richmond

**John Jones**, VA Sheriff's Association, Richmond

**Jennifer Luettinger**, Society of Breast Imaging, Richmond

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**Brandon Monk**, Naming Your Brand, LLC, Winchester

**Heather Packard**, Hardiman-Williams, LLC, Charlottesville

**Lisa-Marie Pratt**, Association for Clinical Oncology, Woodbridge

**Mallory Raston**, VA State Bar, Richmond

**Taha Seid**, Society of American Military Engineers, Alexandria

**Philip Scott**, Association of Christian Schools International, Spotsylvania

**Ryan Shumate**, Davenport, Richmond

**Natalie Ward**, Society of Breast Imaging, Richmond

**Kesha L. Willis**, Society of Breast Imaging, Richmond

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**Jeremy Phillips**, Greater Richmond Convention Center, Richmond

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