



NEXT EVENT

Annual Conference

May 3-5, 2015

Wyndham Virginia Beach
Oceanfront

Schedule

Sunday, May 3rd

- Pre-conference Activities
- Orientation
- Opening Reception
- After Party (sponsors & executives only)

Monday, May 4th

- **Opening Keynote**
- Breakout Sessions
- Lunch and Board Installation
- Breakout Sessions
- SIG Meetings
- Reception & Dinner on the Beach

Tuesday, May 5th

- Sponsor & Executive Breakfast
- **Closing Keynote**
- Golf

Register online at
www.vsae.org/annual

GROWING YOUR CAREER & YOUR ASSOCIATION AT ANNUAL CONFERENCE

Not only is VSAE's Annual Conference a time to enjoy the sand, saltwater and sun at the Wyndham Virginia Beach Oceanfront - it's also a time to recharge your career and your association. Starting with the opening keynote, the content at this year's conference is focused on helping you succeed.

The conference also provides great opportunities to get to know other association executives with networking receptions and pre-conference activities. Pre-conference activities include an afternoon at Adventure Park or a trip to two of Virginia Beach's local micro-breweries. After the close of the

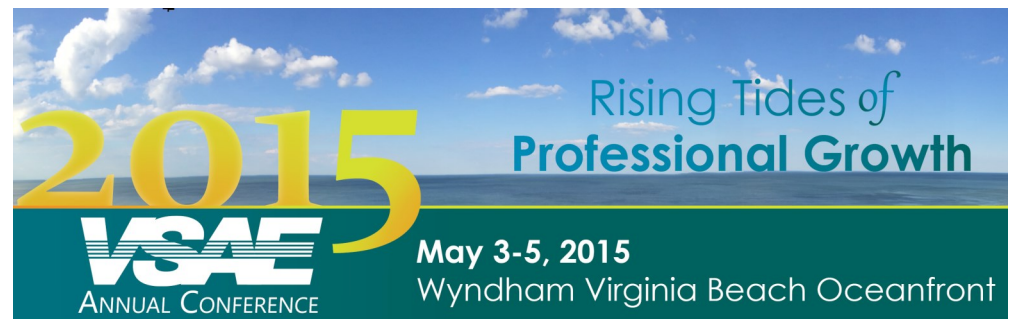
conference, you can also stick around to enjoy a round of golf at Broad Bay or even skydive indoors.

Golf at Broad Bay Country Club

Tuesday, May 5th, Starting at 1:00 p.m.

Opened in 1986, the golf course at Broad Bay Country Club is the centerpiece of the property. Designed by Edmund Ault and Tom Clark, the par-70 parkland course harkens back to the Golden Age of golf-course architecture (*Cont'd on page 2*).

For more information and to register, visit:
www.vsae.org/annual.



UPCOMING EVENTS

Annual Conference

May 3-5, 2015

Wyndham Virginia Beach
Oceanfront

Habitat for Humanity

May 14 - 15, 2015

10202 Ashcake Road
Ashland, VA, 23005

Executive Cup Qualifier

Wednesday, May 27, 2015

The Club at Viniterra

June Monthly Meeting

Friday, June 5, 2015

Four Points by Sheraton Richmond
Airport

OPENING KEYNOTE:

**"BAMBI VS. GODZILLA:
DEALING WITH DIFFICULT PEOPLE"**

Bruce Christopher, a world renowned psychologist and humorist has performed in front of consistent sell-out crowds. His opening keynote speech humorously reveals the six basic difficult personality styles that are out to drain you and your organization of vital energy. You will learn what they do, why they do it and what you can do about it. In addition, you will learn how to stay empowered in the face of negative, reactive, and draining people - and laugh while you do it.

CLOSING KEYNOTE:

**"LET'S TALK STRATEGY: LEARNING THE
STRATEGY GAME"**

Tara Rethore, CEO of M. Beacon Enterprises, works with organizations and leaders to develop realistic business strategies and to break them down into the key actions that allow them to succeed. Her closing keynote speech touches on the importance of strategic thinking while focusing on a few critical basics to build your confidence about thinking and acting "strategically." Using examples from real-life situations, this session will explore how to use the vocabulary of strategy development and execution to make more strategic choices and avoid the traps that bring execution to a grinding halt.

ANNUAL CONFERENCE - SUNDAY & TUESDAY ACTIVITIES



The Adventure Park

Sunday, May 3rd, 11:00 a.m. – 4:00 p.m.

This eco-friendly zip line and aerial forest adventure is situated in the majestic trees above the scenic Owls Creek. Wooden platforms at different heights connect you by zip lines or fun challenge bridges that climbers navigate in order to get from one platform to the next. Have no worries as this venue has been designed for outdoor-fun-loving people, with challenge levels appropriate for ages five through adult. The Adventure Forest's 170 tree platforms and 13 different color-coded aerial trails range from beginner to expert. (Unlimited.)



What's Brewing at the Beach

Sunday, May 3rd, 11:00 a.m. – 4:00 p.m.

The Taste of Tidewater Tours is excited to offer a look into two local craft brewing companies: Young Veterans Brewing Company and Back Bay Brewing Company. Get ready to discover behind-the-scenes info on these top local breweries; the evolution, styles and production of beer; and practical information such as how to select, recommend and pair beer with food. (Limited to first 60 registrants).



iFly: Indoor Skydiving

Tuesday, May 5th, Starting at 1:00 p.m.

Virginia Beach's newest attraction offers an indoor skydiving experience that creates true free fall conditions, just like skydiving, without having to jump out of an airplane. iFLY's vertical wind tunnel generates 1,400 horse power wind from 4 powerful fans, creating a wall-to-wall cushion of air on which you can safely float. A special VSAE offer awaits any attendee on Tuesday, May 5th from 1:00 p.m. until closing. Call 757-754-4359 and make reservations to experience the RUSH.

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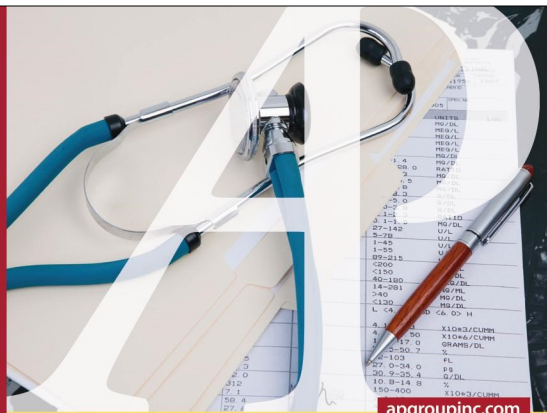
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Gov. McDonnell's Virginia Health
Reform Initiative Advisory Panel

ANNUAL CONFERENCE RAFFLE PRIZES NEEDED

VSAE holds a raffle for all Annual Conference attendees as part of the fun and excitement of the event.

Raffle prize donation ideas include:

- Day trip packages.
- Event tickets.
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**Be creative! Choose something
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and/or company.**

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MEET YOUR INCOMING VSAE PRESIDENT



Wilmer Stoneman, III,
Associate Director,
Government Relations,
VA Farm Bureau
Federation

Tell us a bit about how you got into association management.

To be honest, I kind of stumbled into the profession. I was originally a farmer and came to the realization I needed a second job, so I figured Farm Bureau would be a good fit. My family's passion has always been in politics – my grandfather served on the Henrico Board of Supervisors and my father was involved in many elections – so I was lucky enough to combine my two passions into a successful career.

How would you describe your leadership style?

I tend to gravitate towards a team-style approach when it comes to leadership. I've found that approaching problems head-on as a team is unbeatable.

What are your top goals for VSAE during your tenure as President?

The primary focus is continuing with community service projects – I really want Executive members to get involved with projects like the Feedmore Backpack Program, which was a huge success. VSAE has changed a bunch over the past few years, and we're continuing to change. We need to continue working through these changes to ensure each one is right

for us. Other than that, I feel like part of my legacy is being a part of the VSAE leadership without being a CEO. I think that has really opened the doors for future leaders.

Where can we find you when you're not working?

Usually working with kids at the ballpark or with scouting. It used to be with mine, but since they got older and went to college and got married, I've started to focus on helping other kids around my community.

What is your go-to radio station?

NPR and Fox News or CNN. I have to keep up with current events for work. Sometimes I might flip over to the 70's rock and roll or old country stations, but usually I'm trying to stay in tune with what's going on with my profession.

If you could go back to the start of your career and give your younger self one piece of advice, what would it be?

Practice a little more patience. Looking back, I realize I may have pushed hard and tried to grab too much at once. Work on what's in front of you and then moving on to the next thing is a better approach.

If you could portray an actor/actress in one movie, who would it be?

Although I'd usually say Clint Eastwood in any of his movies, I also wouldn't mind being Liam Neeson in the "A-Team" remake, because "I love it when a plan comes together."



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WI-FI: THE LIFEBLOOD OF EVENTS - SHOULD IT BE FREE TO ATTENDEES?

ABOUT THE AUTHOR



Corbin Ball, CMP, CSP, DES, MS is an international speaker, consultant and writer helping clients worldwide use technology to improve productivity.

For more information, visit his website: www.corbinball.com or follow him on Twitter [@corbinball](https://twitter.com/corbinball).

As the use of mobile event apps continues to explode, there is an increasing demand by attendees to have easy-access, barrier-free and, hopefully, cost-free Wi-Fi in the meeting space and in sleeping rooms.

Consider these statistics.

- Free in-room Internet access ranked as the most desired guest-room amenity (*Synovate survey, 2011, 6,300 people, 10 countries*).
- 47 percent of respondents said a hotel must cater to their technology needs before they book it, with wireless access a top priority (*Synovate survey, 2011, 6,300 people, 10 countries*).

- Internet access is at the top of things most guests care about hotels (including luxury, upscale, mid-scale, full-service, economy/ budget, and extended stay properties) (*J.D. Powers Survey, 2011*).
- Free Wi-Fi affects the choice of venue (64% yes; 31% maybe/ depends on other factors as well; 5% no) (*InStat survey, September 2010*).

Increasingly, meeting attendees are carrying around one or more wireless Internet-enabled devices. They are business travelers and expect to check email, use social networks (40% of all tweets are mobile), and wish to take advantage of a wide range of mobile meeting and travel apps. For international attendees, the cost of roaming fees is often prohibitively expensive. Wi-Fi is their lifeline to stay connected.

With this growing need and demand by attendees, planners are pressing venues for free event Wi-Fi and are making this a key criterion for venue selection. Associations such as ABPCO (Association of British Professional Conference Organisers) have a country-wide initiative to promote free basic conference Wi-Fi for attendees.

THE CHALLENGES

- 60% of travelers in the U.S., Europe and Australia indicate they already have had a poor hotel downloading experience because the system was slow (*Ttnooz, Nov. 2011*).
- Many facilities are unable to keep up with the demand. The 2011 Consumer Electronics Show (the world's largest technology show) asked attendees to turn off their phones and Wi-Fi to enable access for the keynote presenters.
- The demand for broadband is exploding for many events. For example, 5,000 attendees consumed one terabyte (one thousand billion bytes) of data via Wi-Fi in four days at the London Frieze Art Fair, Oct. 2011.
- 90% of meeting professionals have smartphones and/or iPads/ tablet computers and 62% use their apps constantly throughout the day (*M&C Research Survey, December 2011*).
- A November 2011 white paper by iBahn, a major hotel internet provider, notes that 25% of devices on their network are iPads. These video streaming and media consumption devices use 400% more data than the average iPhone.
- 25 million iPads have been sold as of June 2011 (*UnwiredView*) and an amazing 5 million Wi-Fi only Amazon Kindle Fire tablets are estimated to have been sold in the last three months of 2011 (*J.P. Morgan, December 2011*).
- This explosion of iPad and other tablet computer is driving bandwidth requirements to what is felt by some hotels to be unsustainable levels. To quote David Garrison, iBahn CEO, in the November 2011, "the iPad is the final nail in the 'all Internet is free' coffin."

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CONTINUED - WI-FI: THE LIFEBLOOD OF EVENTS

- 64% of venue managers and CVB stakeholders feel that show managers have unrealistic expectations when it comes to what they want and are willing to pay regarding event Wi-Fi (*Red 7 Media, Summer 2011*).

SOME SOLUTIONS

The facts are that the Wi-Fi at many venues is not satisfactory and with increasing bandwidth requirements things are getting worse. What can or should be done?

- Meeting venues need to plan on high double-digit annual growth in Wi-Fi bandwidth requirements at least for the next five years. The good news is technically this is completely feasible. According to Ian Bull, Head of Sales Business Development for the Wireless Technology Group for Cisco, there is "significant growth potential for Wi-Fi using micro cells and Wi-Fi Hotspot 2.0 technology. Even very large venues with thousands of simultaneous users can be managed in a way that good quality wireless Internet signal can be provided."
- Venues must step up to the plate and build the infrastructure for this growth. This will increasingly

be the deciding factor in venue selection.

- Meeting venues should provide detailed assistance to meeting planners to help them determine the Wi-Fi and Internet requirements. It is not enough to reply "yes we can provide Wi-Fi." Many questions need to be asked, such as: Wireless Internet for how many people simultaneously? On what devices? For what apps? In what locations? How much bandwidth is needed? Venues must know their capabilities and limitations well and communicate them to clients.

Meeting planners also must educate themselves to the specific needs of their attendees, their expectations, their internet requirements, and must be very clear to venues about what they expect in detailed requests for proposal.

DEALING WITH COSTS

A major challenge is cost. Meeting venues are for-profit entities and the demand for Internet services is growing exponentially. How can these costs be offset or limited?

- Provide basic, mobile-friendly Wi-Fi Internet access (512kb/s) throughout the entire facility (sleeping rooms/lobby/meeting

rooms/exhibit hall) for free without the need for extensive log-in procedures. 512kb/s is fast enough to check email, tweet and do some basic web browsing, but it is not fast enough to stream HD video, download audio files, and so on.

- Provide a reasonable rate "premium service" for attendees who desire more speed.
- The price gouging employed by a number of upper mid-scale and luxury hotel properties (i.e. US\$9.95/day/each device) must stop. Planners and hotel guests commonly will be making venue decisions based on fair policies for Internet access.

Another option to offset costs is for meeting planners to solicit internet sponsorship. Internet access and mobile apps have many opportunities for splash page or banner ad sponsors. These page views are completely traceable and can provide great visibility to attendees using a much desired service.

As Wi-Fi increasingly becomes the communication life-blood of events, we will all need to work toward optimal solutions.

SAVE THE DATE: AMC RETREAT

The **2015 Association Management Companies (AMC) Retreat** will be held on Monday, July 27 - Tuesday, July 28, 2015 at the beautiful Founders Inn & Spa in Virginia Beach.

The content leader for the Retreat is **Susan Motley, CAE**, Senior Consultant with Tecker International.

Susan will lead attendees through an interactive discussion of the issues that keep them up at night owning or working at an AMC.



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MEET AT THE SWEET SPOT OF
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KING V. BURWELL: HOW IT AFFECTS YOUR ASSOCIATION

ABOUT THE AUTHOR



Monty Dise is the President of AP Group, Inc. He also writes the "Health Care Corner" published monthly in the *Association Press*.

For more information, write him at mdise@apgroupinc.com or call him at 804-423-7700.

In late March, I had the pleasure of meeting with Delegate John O'Bannon and Bob Bradshaw, President of the Independent Insurance Agents of Virginia (IIAV). Delegate O'Bannon represents the 73rd District in the Virginia House of Delegates which covers part of the ever growing and vibrant western Henrico County.

The purpose of the meeting was to discuss the Supreme Court's upcoming decision of the King v. Burwell case and how that could harshly affect individuals in Virginia who receive premium subsidies and cost sharing reductions from the federal health benefit exchange. Delegate O'Bannon is very concerned the ruling could eliminate the ability of Virginians to receive future subsidies from federal health benefit exchanges and he is proactively exploring options of how Virginia can do its part to find creative and efficient ways to make health care coverage more affordable to all Virginians.

The Patient Protection and Affordable Care Act, commonly known as the Affordable Care Act (ACA) or Obamacare, is facing another legal challenge that has risen from the state level to the US Supreme Court, King v. Burwell. The result of this case could dramatically affect the heartbeat of "federal-based" health benefit exchanges in America, most importantly the ability of the IRS to provide subsidies to individuals who reside in states that decided not to establish a "state-based" health benefit exchange such as Virginia.

In the case King v. Burwell, plaintiffs argue ACA only allows for subsidies on state-based health benefit exchanges and therefore, the IRS has over stepped its authority by allowing for subsidies on federal based exchanges. The law reads that subsidies are provided to qualified individuals when coverage is purchased through exchanges that are "established by the state". The Obama administration argues the "intent of the law" was to have subsidies available through all exchanges. This argument has major financial implications on millions of Americans. Per the Kaiser Family Foundation there are currently only fourteen (14) state-based exchanges, there are twenty-seven (27) federal-based exchanges and the balance are hybrids of state and federal exchanges.

Virginia has done and continues to do its part in making deliberate decisions regarding ACA. On August 16, 2010,

former Governor Bob McDonnell announced the formation of the Virginia Health Reform Initiative (VHRI) Advisory Council whose mission was to make recommendations to the Governor that would provide the framework for a comprehensive strategy for implementing health care reform in Virginia. I was proud to be chosen as one of the twenty-four (24) appointees to the VHRI counsel and served as chair and co-chair on several sub-committees. After much debate and taking into consideration the Supreme Court's ruling on June 28, 2012, Governor McDonnell decided not to open up a state-based health benefit exchange in Virginia and the General Assembly concurred.

The Supreme Court ruling in the King v. Burwell case is expected to be announced in June. This ruling could be the linchpin that derails Obamacare. As always, the devil is in the details and this case is a prime example of that.

It's comforting to know that in our state, leaders such as Delegate O'Bannon, have a tight eye on this case and its implications. As a happy member of VSAE, as well as an endorsed partner, I challenge members of VSAE to come up with ideas to make health care more affordable and accessible.

I encourage you to contact me with comments and questions.

HEALTH CARE CORNER

Section 125 Premium Only Plans, FSAs, and HSAs are all important parts of making health care costs more affordable for both the employer and the employee. However, the employer has the fiduciary responsibility and the legal liability of following IRS guidelines in order to take legal advantage of these favorable tax treatments.

The tax savings create a win-win scenario for both parties allowing both the employer and employee to "pre-tax" premiums, as well as certain out of pocket medical expenses.

Questions? Contact:
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GENERAL ASSEMBLY REPORT: A SESSION FOCUSED ON ETHICS



The Virginia General Assembly adjourned February 27th, one day earlier than scheduled. This year's "short" session was less contentious than previous years, especially compared to the lengthy budget battle in 2014. However, with almost 2,000 bills introduced, it was not without substantive policy debate. Governor Terry McAuliffe had until midnight March 29th to act on the over 800 individual bills sent to him. He chose to offer amendments to 68 bills, issue vetoes to 17 and sign the remainder. The General Assembly will meet on April 15th to consider the amendments and vetoes.

For the second year in a row, ethics was a major topic of discussion. Following the sentencing of former Governor McDonnell in the days before session, legislators debated the latest round of legislation dealing with gifts provided to elected officials and the parameters, limitations and rules regarding their acceptance. Finally resolving the exact provisions in the last hours before they adjourned, the General Assembly

adopted a \$100 limit on gifts, tangible and intangible, extended the prohibition to family members, required electronic filing of ethics disclosure statements and revised the role and composition of the Virginia Conflict of Interest and Ethics Advisory Council. The Governor has proposed the \$100 limit be cumulative annually, as opposed to per instance, expedited the Council's changes and authorized the Council to conduct semiannual inspections to ensure compliance.

Other significant measures included the process for required reporting of sexual assaults on Virginia college campuses, stricter regulations on child day care facilities and regulation of transportation network companies such as Uber and Lyft. Legislators successfully enacted reforms to K-12 Standards of Learning and transportation funding allocations. Greater flexibility was added to tourism zones and regional tourism development efforts. The structure of how the Commonwealth regulates alcoholic beverages was altered into a more business-like authority.

Unlike the dispute last year, amendments to the Commonwealth's biennial budget were approved overwhelmingly and ultimately adopted by Governor McAuliffe without further revisions as much of the heavy lifting of budget reductions were able to be made last fall. During the session, additional funding was allocated towards economic development

initiatives, state and local employee pay raises, mental health treatment, and Virginia's system of higher education. Not all efforts found success during the session. Initiatives to raise the minimum wage, change the opening date of public schools and prohibit plastic bags all failed to advance. Measures to adjust certain legislative district lines advanced, but were vetoed by the Governor. The General Assembly did not address recent Court rulings on the congressional boundaries, but may do so in the future.

With the conclusion of the regular session, all eyes turn to the election. Six sitting Senators and four members of the House have announced they will not seek re-election. An additional five House members have announced their intention to seek Senate seats, creating open House slots. Even before the November election occurs, there are several nomination contests, including eight in the House and ten in the Senate. Much of the attention will fall on a few Senate seats in the General Assembly Election as both parties see a path to taking or retaining the majority. There will be no shortage of funds expended with so much on the line.

*Respectfully submitted by **Matthew J. Bruning**, Vice President, Government Relations, Virginia Bankers Association & Chair of VSAE's Government Affairs Committee.*

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HELP ME, HELP MY BOARD

ABOUT THE AUTHOR



Bob Harris, CAE, is chairman of the Nonprofit Resource Center in Tallahassee, Fla. He provides governance resources on his website at www.nonprofitcenter.com

For more information, write him at bob@rchcae.com

"Help me, help my board," is a lament among association executives.

The cry arises because few board members have extensive knowledge of governance. Instead they are guided by myths, stay in their comfort zone ("I won't say anything my first year") or they pattern themselves after board behaviors (right or wrong).

These are the pleas I hear as I plan board orientations.

Board members are missing meetings. Directors are trustees of the corporation. When meetings are called they are expected to attend. Many bylaws allow for "excused absences," but those should be rarely used. It takes a team to be a great board. Absent members diminish effectiveness.

My board is reluctant to use the savings.

Boards treat financial reserves sacredly,

conserving funds for a "rainy day." Every time the board meets and does not use the savings for purposes that advance the mission and serve the members, they are in effect making a decision. Rely on policy to guide the board on the amount and use of savings. Consider allocating a percentage for "research and development." It is prudent to use reserves for technology investments, staffing needs and program development.

Myths influence our board.

The most common myths cited include, "we can't lobby or take positions, we can't make money, or all our records are open to the public." The best defense against myths is to cite the facts.

We use a consent agenda but directors won't read in advance.

It is said one must "read to lead." If reports are distributed in advance by email, board portal, or through a consent agenda, directors are expected to read them. The chair should promote accountability in preparing for meetings.

They are not engaged.

Signs of an engaged director are evidenced by preparation and an understanding of the strategic plan. Disengagement may be caused by too frequent meetings or the lack of a plan. Check recent meeting agendas to see if the discussions are substantive or a series of reports and updates. The minutes should reflect decisions that advance the mission and goals.

Directors have a problem thinking long-term.

Directors should focus on the future of the community they represent. It requires thinking beyond their terms of office. Though board terms average 2 or 3 years, one must think 5 to 10 years out. Continually scan the environment and position the organization to best serve and protect its members. Use the annual retreat for an environmental scan or invite a futurist to address the board.

Too few care about government relations.

Most mission statements include an element of advocacy. US law affords organizations the "right to petition government." Directors should embrace government relations rather than fearing politics.

Directors overshadow the committee chairs.

A link between the board and committees is achieved by directors serving as liaisons. They act as communication conduits and champions for the committees. Too often a director will intimidate the committee chair and act as if he or she runs the meeting. Liaisons should serve as resources but not usurp the role of committee chairs.

Some directors are micromanaging me or staff members.

The role of the board is to govern. Because many directors are effective company administrators they slip into the staff's role of management. Directors must understand that the board governs and the staff manages.

Directors think the staff works for them.

The board has a direct relationship with the executive director, attorney and accountant. Their relationship with staff should be professional and cordial but they do not have authority to instruct, evaluate or comment on job performance. Staff works under the supervision of the executive director.

The budget drives the board more than the strategic plan.

A strategic plan sets the direction for several years. Goals are areas in which the board has committed resources. The strategic plan should primarily guide the board, not the budget. Be sure the plan and budget are in sync.

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2015 - 2016 BOARD ELECTED AT APRIL MONTHLY MEETING & BREAKFAST

VSAE's Annual Business Meeting and Election of Officers was held on April 2nd during the Monthly Meeting and Breakfast at the Hilton Richmond Hotel & Spa at Short Pump. The Nominating Committee, chaired by Past President Jan Morehead, CAE recommended and the members voted to elect the following slate of officers and directors for the 2015 - 2016 year (May 1 - April 30).

President: Wilmer Stoneman, III, CAE, Associate Director, Government Relations, VA Farm Bureau Federation

President Elect: Barbara Homiller, MBA, CAE, Senior Vice President, Better Business Bureau Serving Central VA

Treasurer: Scot McRoberts, MPA, IOM, Executive Director, VA Council of CEOs

Secretary: Ray Mattes, III, CAE, President & CEO, Retail Alliance

Past President: Richard Johnstone, Jr., Executive Vice President, VA, MD, DE Association of Electric Cooperatives

The following directors will continue serving on the board.

Maureen Dingus, CAE, Executive Vice President, VA Society of CPAs

Courtney Fleming, Vice President, Education & Training/Communications, VA Bankers Association

Ray LaMura, President, VA Cable Telecommunications Association

Durant "D" Walton, Jr., CAE, Executive Director, VA Telecommunications Industry Association

Danny Mitchell, AAI, Vice President Business Development, Independent Insurance Agents of Virginia

The following directors were re-appointed to serve additional three year terms.

Phyllis Errico, JD, CAE, General Counsel, VA Association of Counties

Nancy Israel, MPA, Executive Director, American Council of Engineering Companies of VA

Gail Phillips, CAE, Senior Vice President, Organization Management Group

The following director was newly appointed to the board.

Steven Williams, Partner, Hardiman-Williams, LLC was appointed to fill the remaining year of Ray Mattes, III, CAE term.

COMMUNITY SERVICE CONNECTIONS

With incoming VSAE President Wilmer Stoneman, III's renewed focus on community service projects, be sure to keep an eye out for VSAE's opportunities to serve.

Monthly Meeting Raffles

The Community Service Committee has supported the following charities since January.

- Evelyn D. Reinhart Guest House.
- First Things First of Greater Richmond.
- Greater Richmond SCAN.
- United Network for Organ Sharing.

VSAE would like to give a special thank you to members for donating raffle items.. Crowne Plaza Virginia Beach, the DoubleTree by Hilton Williamsburg, the Hilton Washington Dulles Airport and The Hotel Roanoke and Conference Center.

Our upcoming work days with Hanover Habitat for Humanity in May are currently full, but be on the lookout for events in August and December.

MARCH MEETING EVALUATION PRIZE WINNER

Congratulations to Suzanne Welsh-Agnew at Medical Society of Virginia, who was the winner of the March Monthly Meeting Evaluation prize.

Her prize is a \$50 Outback Gift Card.

Don't Miss Out. Submit your next monthly meeting evaluation through Survey Monkey to be eligible to win.



FROM THE SEA TO THE STARS

Come experience Hampton. Visit Hampton during free FAM tours held during prime annual festivals including Blackbeard Pirate Festival May 29-30 and during Hampton Bay Days September 11-12.

Contact Charles Waddell to qualify and reserve your space, 757.728.5318 or cwaddell@hamptoncvb.com

THIS IS
Hampton
VIRGINIA

WELCOME NEW MEMBERS

Executive

Christopher Bailey
VA Hospital &
Healthcare
Association
Richmond

Darshae Dabney
VA Society of CPAs
Glen Allen

**Melina Davis-
Martin**
Medical Society
of VA
Richmond

Cort Kirkley
Medical Society
of VA
Richmond

Valerie Vaughn
VA Society of CPAs
Glen Allen

Associate

Jason Ball
Ball-Martin
Insurance
Agency, Inc.
North Chesterfield

JoAnnette Blevins
Fairfax Marriott at
Fair Oaks
Fairfax

Hank Coleman
SunTrust
Richmond

Bob Chanfrau
Blue Ridge AV &
Lighting
Charlottesville

Tim Duffee
SunTrust
Richmond

Joe Kalkstein
Blue Ridge AV &
Lighting
Charlottesville

EXECUTIVE CUP QUALIFIER REGISTRATION



Registration for the 2015 VSAE Executive Cup Qualifier is underway as Team Virginia gets set to tee off against Team North Carolina.

The qualifier will be held on
Wednesday, May 27, 2015 at The
Club Viniterra, 8637 Angels Share
Drive, New Kent, Va.

Successful qualifiers will represent VSAE in The Executive Cup at Pinehurst Resort, August 27-30, 2015. If you play and qualify, yet do not plan on competing for VSAE, please notify Richard Schreck, 2015 Executive Cup Team Captain.

Register online at
www.vsa.org/events.

For any questions or comments, please write Richard Schreck at rschreck@VAAasphalt.com or call him at 804-288-3169.

THANK YOU TO OUR 2015 PARTNERS

President's Club

The Boar's Head
Colonial Williamsburg Hotels
James River Audio Visual Services
Kingsmill Resort
Virginia Beach CVB
Wyndham Virginia Beach
Oceanfront

Benefactor

Greater Richmond Convention
Center
Hilton Norfolk The Main
Hilton Richmond Hotel & Spa at
Short Pump
Richmond Marriott Downtown
Westfields Marriott Washington
Dulles

Supporter

DoubleTree by Hilton
Richmond-Midlothian
DoubleTree by Hilton Williamsburg
The Founders Inn & Spa
Hilton Virginia Beach Oceanfront
Norfolk Waterside Marriott
Renaissance Portsmouth Hotel
Sheraton Virginia Beach
Oceanfront
VisitNorfolk

Patron

Asset Protection Group, Inc.
Craddock Terry Hotel
Embassy Suites Hampton Roads
Exhibits, Inc.
The Greenbrier
Hampton CVB
Hilton Garden Inn Richmond
Downtown
The Hotel Roanoke &
Conference Center
Jepson Alumni Center
Keswick Hall & Golf Club
Marriott Chesapeake
Newport News Marriott at City
Center
Newport News Tourism Dev. Office
Omni Charlottesville Hotel
The Omni Homestead
Omni Richmond Hotel
Richmond Marriott West
Richmond Region Tourism
Salamander Resort & Spa
Sheraton Norfolk Waterside Hotel
VA Beach Resort Hotel &
Conference Center

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Work, Play, Dine

Celebrate life's special moments
in the atmosphere created by
someone who knows perfection—

Coach Don Shula.

Relax in Shula's Lounge or enjoy
the our extensive wine list while
dining on selections that offers
more than just great steak!



Shula's
AMERICA'S
STEAK HOUSE
"STILL UNDEFEATED"



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and host a very successful Meeting!

Hilton
Richmond/Short Pump

Aura Spa & Salon
Relax, Rejuvenate, Refresh
Our Chromotherapy-inspired
Spa & Salon offers a full
compliment of services
designed to pamper and
rejuvenate. Incorporate Wellness
into your program, earn Meeting
Planner Credits, or gather on the
Sun Deck for a relaxing evening
around the Fire Pit.



aura

PARTNER HIGHLIGHT: DOUBLETREE BY HILTON RICHMOND-MIDLOTHIAN



The DoubleTree by Hilton Richmond–Midlothian puts back what travel takes out, by putting the human touch back in your trip.

Be welcomed with the DoubleTree signature chocolate chip cookie at check-in (go ahead, you deserve it). Your stay gets even better once in your room, as you relax on the luxurious comfort of the “Sweet Dreams Sleep Experience” bed, watch premium television channels and on-demand movies and shows, or surf the Internet on our complimentary, high speed access. The happy-to-help staff is dedicated to making your stay the best it can be and look forward to serving you during your stay.

Each of the 237 luxurious guest rooms boast wireless high-speed Internet access and remote guest room printing to make business travel pleasant. After a long day, rejuvenate with the Aroma Active Essentials bath products before settling down on the “Sweet Dreams Sleep Experience” bed and on-demand movies and premium television channels. Wake up to the sounds of the Sweet Dreams alarm clock radio with MP3 connectivity and in-room coffee and tea by The Coffee Bean and Leaf Tea Company.

There are several reasons why the DoubleTree by Hilton Richmond-Midlothian is putting back what travel takes out. Enjoy the complimentary 5 mile radius shuttle service, free parking and 24 hour access to the fitness and business centers. The DoubleTree by Hilton Richmond-Midlothian also has a gift shop, an ATM and laundry services available on-site.

During the day, the DoubleTree by Hilton Richmond-Midlothian offers state of the art conference services with 26,000 flexible feet of conference space.

When business winds down and it's time to play, enjoy the indoor pool or on-site dance club, featuring live bands. Travel off-site to visit the several area attractions including Maymont Park, Lewis Ginter Botanical

Gardens, Uptown Alley Bowling Complex, and several area museums including The Valentine, Children's Museum and The Science Museum.

Located within minutes from various shops, including Carytown and Stony Point Fashion Mall, restaurants and entertainment options, and only 11 miles from downtown Richmond, the DoubleTree by Hilton Richmond-Midlothian has the perfect location for anything you want to experience in the capital city.

The DoubleTree by Hilton Richmond-Midlothian has you covered if you want to stay on-site for dining, live music and dancing.

Midlo Bistro Restaurant, with lunch and dinner served daily, was rated on TripAdvisor.com as the “best kept secret in Richmond,” by previous guests. The

menu, atmosphere and service of the Midlo Bistro will leave you counting the minutes until the next meal.

Atrium Lobby Bar - Open for cocktails and snacks, where you can spend some time in the lobby.

Visions Dance Club – On the far end of the hotel, you'll find one of the Southside's best night spots. Two full bars, several amazing menu items, DJ nights, and live music on the weekends await you. The fun you'll have at Visions will surely bring you back.

In-room dining is available from 6:00 a.m. to 11:00 a.m., and the signature, “Wake Up DoubleTree Breakfast,” will start your day the right way.

HILTON HHONORS

With Hilton HHonors, earn points each time you stay for fantastic rewards. Use points at any of ten distinct Hilton brands, when booking a room, meeting or event. With a hotel for every style, budget and occasion, Hilton HHonors will let you transform points into memories, at more than 3,900 hotels and resorts, worldwide. Not a member? Join now by visiting: www.HHhonors.com/join.

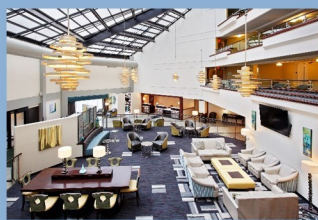
Contact:

Susan Kennedy, CMP, Sales Manager
804-897-1413,
Susan.kennedy@hilton.com

The DoubleTree by Hilton Richmond-Midlothian Hotel and Conference Center

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- All Meeting Rooms Complete with High Speed Wireless and Wired Internet Access (small fee applies).
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www.RichmondMidlothian.DoubleTree.com

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Sales Manager
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AROUND THE COMMONWEALTH



LEVIN RECOGNIZED BY SENATE JOINT RESOLUTION NO. 223

Former President and Chief Executive Officer at the VA Association of Nonprofit Homes for the Aging, **Sandee Levin** was recognized in January by the Senate Joint Resolution NO. 223 for her 27 years dedicated to VANHA.

PERKINS APPOINTED TO CHAIR OF THE NATIONAL TENNIS RULES AND REGULATIONS COMMITTEE

Eric Perkins, Esq. with Perkins Law, LLC was recently appointed to serve as Chair of the National Tennis Rules and Regulations Committee for the United States Tennis Association for the 2015-2016 term. This will be his fourth term as committee chair.

MEMBERS ON THE MOVE

HOLLAND JOINS EARLY MOUNTAIN VINEYARDS

Susan Holland formally at the Boar's Head, has relocated to the Early Mountain Vineyards, located in Madison, Virginia as the Corporate Sales Manager.

PINEHURST RESORT HIRES NEW SALES MANAGER

Pinehurst Resort has hired **Tiffany Sheppard** as Sales Manager.

ORGANIZATION MANAGEMENT GROUP, INC. RECEIVES RE-ACCREDITATION BY THE AMC INSTITUTE

Organization Management Group, Inc. has received re-accreditation by the AMC Institute, the global trade association representing the association management company industry. OMG is one of only a dozen association management companies in the world to receive the Prestigious Charter Accreditation through ACMI and one of only 85 companies worldwide to achieve accreditation.

SAVE THE DATE: MEETING PLANNER SUMMIT

Managing Expectations
August 17-18, 2015
Norfolk Waterside Marriott

Meeting planners are "go to" people when there are logistics to coordinate, situations to be extinguished and stressful times to be managed. If you are in this role (or employ someone in this role), reward yourself by registering for this upcoming event where you will be energized and prepared for the next of many expectations.

Educational Content

This year's Meeting Planner Summit will feature **Mary Foley** of Bodacious! Ventures, LLC. as its keynote speaker. Mary's opening engagement will focus on staying positive and thriving during stressful times in the meeting planning business.

In addition to Mary's presentation, **Angie Stubblefield** and **Rich Chandler** of Exhibits, Inc. are slated to share tips and resources that'll make your next event stand out. From decorating tips to space arrangements, you'll learn from experience what works and what doesn't in attracting exhibitors and attendees.

Also presenting will be a local fire marshal on attendee flow and floor plans and Bob Ramsey, CAE on best practices.

(This event is limited to Executives, Meeting Planners and Sponsors.)

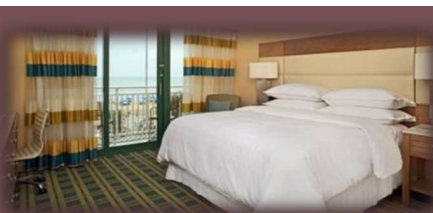


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