



VSAE Association Press

VIRGINIA SOCIETY OF ASSOCIATION EXECUTIVES

APRIL 2014

2014 Annual Conference: *Don't Be Cavalier About Your Association Career*

NEXT EVENT
Annual Conference
May 4-6, 2014
 The Boar's Head
 Charlottesville

SCHEDULE

Sunday
 Monticello Tour
 Tour of Local Wineries
 Golf at Birdwood
 Newcomer's Orientation
 Opening Reception

Monday
 Breakfast & Opening Keynote
 Morning Breakouts
 Luncheon and
 Installation of Officers
 Afternoon Breakouts
 Shared Interest Groups
 President's Reception
 EAP Reception
 Annual Banquet and
 Entertainment

Tuesday
 Closing General Session



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UPCOMING PROGRAMS & EVENTS

June 6, 2014
 Westin Richmond Hotel
 Seminar & Lunch:
**"New Perspectives on
 Negotiations"**
*Richard Coughlan, PhD,
 Robins School of Business,
 University of Richmond*

For a complete Calendar of
 Events visit www.vsae.org.



Don't Be Cavalier About Your Association Career

The VSAE Annual Conference is not just Virginia's premier educational conference for association professionals. It's also a great time to network with peers in your industry. The conference schedule is packed with fun networking events including a brand new reception for Emerging Association Professionals.

You can also unwind a bit and network at the same time at one of the conference's many activities. These include golf at

Birdwood, a tour of three local wineries, or a tour of Monticello. There's also a 5K fun run and a chance to visit many of the restaurants on Charlottesville's Downtown Mall. Finally, this year's Monday night Gala will feature comedian Don Friesen. Read about Don, and all the activities by visiting www.vsae.org/annual/activities.

The conference also features the ever more popular Shared Interest Groups (SIG's).

(Continued on page 3)

Annual Conference
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Meeting VSAE's Incoming President

We interviewed incoming VSAE President Richard Johnstone Jr., Executive Vice President of the Virginia Maryland Delaware Association of Electric Cooperatives. Here are excerpts from that interview. Read the full interview at www.vsae.org/meetrichard.

Tell us a bit about how you got into association management.
 Through a side door, really. I was a journalism major at the University of Richmond who, for my first job, happily accepted becoming editor of the Virginia State Bar's monthly magazine.

Then, after seven years at the State Bar, I got the chance to become editor of a magazine with the largest circulation in the state, Rural Living, now called Cooperative Living. After 14 years there, I was given the chance in 1999 to become Executive Vice President of the association that publishes the magazine, the Virginia, Maryland and Delaware Association of Electric Cooperatives.

How would you describe your leadership style?
 My style is collaborative. Years ago, my first boss at the State Bar

said the key to managerial success is to "hire good people and let them do their job." I'm a big believer that a good supervisor is a resource for his or her employees, helping them identify and acquire the tools they need to be successful.



(Continued on page 2)



VSAE Board Elected at April 4 Luncheon

VSAE's Annual Business Meeting and Election of Officers was held on April 4 during the luncheon at the DoubleTree by Hilton Richmond-Midlothian. The Nominating Committee, chaired by Past-President Stephanie Peters, CAE, and the Board of Directors, nominated the following slate of officers and directors for the 2014-2015 year (May 1-April 30). The membership voted to accept the slate as presented.

THE SLATE INCLUDES:

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

President Elect: Wilmer N. Stoneman, III, CAE, Associate Director, Governmental Relations, VA Farm Bureau Federation

Treasurer: Barbara Homiller, MBA, CAE, Senior Vice President, Better Business Bureau Serving Central Virginia
Secretary: Susan Motley, CAE, Executive Director, Medical Society of Virginia Foundation

Past President: Jan Morehead, CAE, Director of Administration & Membership Services, VA Transportation Construction Alliance

DIRECTORS TO SERVE A FIRST THREE-YEAR TERM ARE:

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

Ray LaMura, President, VA Cable Telecommunications Association

DIRECTOR TO SERVE A SECOND THREE-YEAR TERM IS:

Scot P. McRoberts, MPA, IOM, Executive Director, VA Council of CEOs

DIRECTORS CONTINUING TO SERVE TERMS ARE:

Phyllis Errico, JD, CAE, General Counsel, VA Association of Counties
Courtney Fleming, Vice President, Education & Training/Communications, VA Bankers Association

Nancy L. Israel, Executive Director, American Council of Engineering Companies of VA

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

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

Duront A. "D" Walton, Jr., Executive Director, VA Telecommunications Industry Association

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Mary Kelly, CMP, Sales Manager, Hilton Virginia Beach Oceanfront

Meeting Your Incoming VSAE President

(Continued from page 1)

What are your top 3 goals for VSAE during your tenure?

My top 3 goals are to be the most supportive President I can be, helping to ensure that the VSAE staff have what they need to be

successful. Second, I would also like to help VSAE continue to build the Shared Interest Groups. Finally, I'd like to help encourage VSAE and our members to work even more closely with our local and state universities on internships and other collaborative ventures.

What is on your desk right now? There are the family portraits of my wonderful wife and our two adult children! And then there are three ridiculously tall stacks of papers, neatly arranged, that keep most of the

important stuff I'm working on right in front of me.

If I'm not working, you can find me . . . reading for pleasure, hiking on a mountain trail, or watching a movie with my wife.

What's on your IPOD, radio, Pandora station?

NPR on the radio. And I love listening to songs from the Great American Songbook. I'm also a big fan of bluegrass and old-time mountain music.

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

Work smarter, be more vigilant in safeguarding time with your wife and children, and appreciate the magic of life every day.

Read the full interview including his thoughts on social media and where the association industry will be in five years, by visiting www.vsae.org/meetrichard.

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VSAE 2014 Annual Conference: *Don't Be Cavalier About Your Association Career!*

(Continued from page 1)

VSAE's SIGs are member-driven meetings organized around specific topics or association roles. The following SIGs are planning to meet on Monday at Annual.

- AMCs
- Deputy Director
- Emerging Ass'n Profs.
- Large Ass'n CEOs
- Meeting Planner
- Membership Forum
- Small Ass'n CEOs
- Technology

VSAE's Annual Conference includes up to 8 hours of CAE or CMP credit.



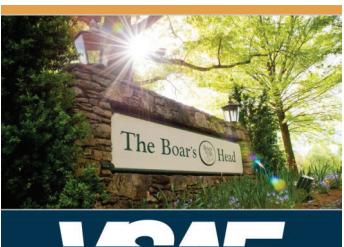
Members enjoy the game room in 2013.



VSAE's 2013 Gala Dinner



Members networking



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Building Leadership Legacy: Investing in the Future While Making an Impact Today

The Illinois Association of School Business Officials has a long history of dedicated leaders. As the current Executive Director and a former President of Illinois ASBO, I have either been a board member or worked with the board for more than 15 years, and each successive experience was better than the last. However, recently a board member expressed feeling she doesn't have an impact. This caught my attention as she is one of the association's most active volunteer members, is vocal at board meetings and will eventually become the association's President. She explained that while the board is very involved in constructive dialogue, and setting vision and direction for Illinois ASBO, the executive staff is so capable of executing the established strategy and managing the organization's operations that there is little she or other board members would change. It was a wonderful compliment to receive as Executive Director, but also raised a red flag.

ABOUT THE AUTHORS:

Michael Jacoby, Ed.D., CAE, is the Executive Director of the Illinois Association of School Business Officials and a member of the FORUM Editorial Working Group. He may be reached at mjacoby@iasbo.org.

As an Illinois ASBO board member years ago, I understood this board member's feelings and insights. It is typical for those who elevate to board positions to first become active volunteers at other levels of the organization. At Illinois ASBO, professional development and networking are chief member benefits for this statewide association that serves more than 2,000 education leaders and other education stakeholders. Most board members have balanced being a committee or regional chair in addition to their day-to-day work and personal life. This balance is required as the demands of monthly regional meetings or planning 10 to 20 seminars annually take their toll. Often, the work for a committee or regional leader seems endless and all-encompassing as reform and the economy are ongoing in public education.

Compare the committee or regional volunteer leader experience to that of a board member who attends four to

five meetings a year - where the Executive Director and the president prepare the agenda and emphasis is on policy, governance and strategic planning - and the stark contrast is apparent. Board-level discussions often sit high above the action on the ground. With that in mind, the board member's assessment of her value was indeed understandable, but not acceptable - leadership in Illinois ASBO clearly needed to be addressed.

Assessing the Problem

With these thoughts in mind, the Assistant Executive Director and I began to ask some questions:

- Are we not giving the board enough critical decisions to make?
- Do other board members feel the same way?
- What would be the greatest impact a board member could or should have?
- How could board impact be designed so that all board members could participate?
- What does Illinois ASBO need board members to do, other than attending meetings and governing?
- How could more impact be gained without placing a new and heavy burden on board members?

Developing a Solution

To begin forming some answers to these questions, association staff met with the executive committee and emerged with the idea of developing some new expectations for the role of board members that would leverage their leadership experience and respect into a legacy of future leaders. This would also help Illinois ASBO maintain and grow leadership and membership among its

Building Leadership Legacy... (continued)

(Continued from page 4) professional development committees and regional organizations, which are key variables in fulfilling the association's mission of providing high quality professional development, programs and networking to members and stakeholders. The overarching goal is securing high quality leadership at every level of the association, while enabling current leaders to simultaneously ascend and nurture new leaders within the membership so they may advance when current leaders move on.

Experience shows that when a board member encourages another member to fill a volunteer role, they are much more likely to positively respond than when a staff member initiates. With that premise, Illinois ASBO created its Leadership Legacy Initiative that is being implemented throughout the organization.

Here, is the basic concept:



It's a simple idea, but the association believes that as board members intentionally engage with members and personally encourage participation in professional committees and regional organizations, a new set of relationships will emerge between the board and the leadership at those levels. While Illinois ASBO board members always have had a liaison role, the expectations were minimal - occasional attendance at a committee or regional meeting - and most assignments were associated with the groups in which they were involved before

becoming board members. The new initiative now gives board members a defined role in overseeing the quality of member and leader participation in these arenas.

Getting Buy-In

To achieve desired results, Illinois ASBO staff began to work with the board on the concept of a three-part process (not implementation steps as those would come later). Using the following

diagram, staff stressed the need for such an initiative to be an ongoing process, requiring continual review as a part of quarterly board meetings. The concept also demanded that each board member undertake their role on a regular basis - clearly not a once-a-year effort. In fact, each board member would be expected to know and communicate the progress they were making on the initiative at each successive board meeting.

(Continued on page 6)



UPCOMING SIG MEETINGS

Join us at the following Shared Interest Group (SIG) meetings on Monday, May 5th at the upcoming VSAE Annual Conference:

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Building Leadership Legacy... (*continued*)

(Continued from page 5)

Defining the Board Member Role

As the plan developed with full board discussion, expectations for board members became the following:

- Build an active liaison relationship with professional development committee and regional committee leaders.
 - ◊ Make phone contact with leaders at least quarterly.
 - ◊ Review needs and issues (see initial questions on pg. 4).
 - ◊ Advise on leadership practices or methods that are proven and tried with other committees.
- Let the professional development committee leaders shepherd content, but assist with member recruiting.
- Let regional leaders do the networking, but work together on recruiting members to attend.
- Drive leadership legacy by recommending future

chairs to the board of directors (required a policy change).

- Meet with new association members and solicit needs. Ask, "What can the Illinois ASBO do for you?"
 - Ask and respond to members about the issues they are facing in their school districts.
- To kick-start the new relationship, the association created a set of basic questions that it asked each board member to explore during their initial discussion with the chairs of their assigned committees or regions. In the first round of discussion, staff asked board members to submit answers to the following questions so the data could be compiled for future discussion. Among the questions:
1. How long have you been Chair?
 2. How long would you like to continue?
 3. Who is the Vice Chair? How long?

4. Is the Vice Chair someone that you would recommend succeeding you as Chair?
5. Who do you think are potential future leaders on your committee or in your region?
6. How many school district members attend?
7. How many seminars or meetings does your committee or region hold per year?
8. What is the best seminar or meeting your committee offers?
9. What issues concern you as you lead the committee or region?
10. Are there things you would like to change about your committee or region?

professional committees continually produce successful seminars, but the leadership had not changed in the last decade. In some instances, this caused the committee membership to decline, as there was a diminishing role for the member. The chair was so versed in putting together content that he or she could simply perform the tasks without much committee input.

Parallel to launching board dialogue with committee chairs, the association needed to adopt term limits for its Professional Development Committee leadership. The association did not mandate term limits for its regional groups, as they are not officially "chapters." Each region operates independently and the association does not oversee their leadership framework. However, most regions already have succession plans and term limits built in to their bylaws.

Leading the Initiative

The intent is to incorporate the Leadership Legacy Initiative into the association's regular board meetings with ongoing



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Health Care Corner: *Tip by Monty Duse*

State and Federal Health Benefit Exchange "Marketplaces" have officially closed their doors to new enrollees for the 2014 "open enrollment" period. The number and the demographics of enrollees will surely be contested throughout the coming months. Certain individuals who have experienced a HIPAA qualifying event can enroll outside of the open enrollment period.

Questions? Contact:
Monty Duse, President
Asset Protection Group, Inc.
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Building Leadership Legacy... (continued)

(Continued from page 6) discussion about the needs of committees and regions as well as board recommendations regarding future leadership. It was determined that the President-elect would be responsible for overseeing these elements, providing more functional responsibility for that office. As such, a new job description for President-elect was created:

- Oversees board-level management of member feedback.
- Keeps board liaisons on track with contact to professional and regional chairs and assesses the membership pulse related to same.
- Leads board response to leadership and member needs.
- Prioritizes the Leadership Legacy Initiative feedback from other directors and officers.

Implementation Timeline

Illinois ASBO is still in the implementation phase of this initiative. The timeline is to the right.

Months	Actions
April/June 2013	Policy changes made for committee leader term limits
June 2013 Retreat	President shares liaison assignments with board members
July 2013	Board communicates to committees the new liaison relationship
July 2013 to October 2013	Board members dialogue with chairs regarding proposed changes and share feedback with board
November 2013 to January 2014	Staff prepares survey data for January 2014 board discussion and board begins to incorporate feedback as appropriate
Ongoing	Board members attend quarterly professional committee meetings
Ongoing	Board members attend regional meetings as time allows
Ongoing	President-elect leads a strategic discussion on the status of leadership throughout the association at every board meeting. Board members share any needs related to their liaison assignments and the board collectively develops a response.

High Expectations

It is the association's hope that this initiative will develop new leadership sustainability and result in continued relevance for Illinois ASBO. As board members recruit more participants from school district membership and recruit new leaders, they will steer the legacy of leadership for the association. Regarding the board member who stated, "I just don't feel like I'm having any impact," the association has paved the way for that sentiment to change as she and others succeeding her shepherd the most critical elements of Illinois ASBO. This will then become a legacy Illinois ASBO's board can invest in and be proud of during and after their service is complete.

MARCH MEETING EVALUATION SURVEY PRIZE WINNER

Congratulations to Molly Wash, CAE,
Development & Academic Relations Director at the VA Society of CPAs, who was the March Meeting Evaluation Prize Winner.

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2014 State and Federal Legislative Update

The Regular Session of the 2014 Virginia General Assembly ended on March 8th despite lawmakers' inability to reach agreement on the Commonwealth's biennial budget. With just over one-third of the more than 1,900 introduced bills passing both chambers, divided government stymied major policy initiatives of each political party. However, substantive measures were advanced in several key issue areas.

In the wake of former Governor Bob McDonnell's federal indictment, ethics reform maintained a high profile throughout the process. Numerous proposals were combined and distilled into an omnibus package of changes that ultimately passed. Among the changes of interest to association staff are prohibitions on tangible gifts over \$250 annually to elected officials from lobbyists or their principles, creation of a Conflict of Interest and Ethics Advisory Council and semiannual lobbyist disclosure statements. Additional

alterations were made to the disclosure of gifts to family members of elected officials and the value thresholds of financial investments. No changes were adopted relative to intangible gifts such as meals and travel expenses.

Other marquee policy issues receiving widespread approval included mental health services reform and educational testing reductions. In response to the November tragedy involving the stabbing of Senator Creigh Deeds, a set of measures instituting changes to the accessibility and responsiveness of Virginia's mental health system were approved. On elementary education, the number of required SOL tests were reduced with a focus on retaining math and reading.

Not all proposed pieces of legislation advanced during the session. Efforts to overhaul Virginia's state tax code failed to progress, including a study of expanding the sales tax to certain services. Likewise, the

perennial effort to modify the opening day of public schools was defeated as were efforts to increase the minimum wage in Virginia.

The remaining unresolved issue that precipitated Governor McAuliffe to call a special session at the end of March is the conflicting view on expansion of Virginia's Medicaid program. That issue, which has been tied to the overall two-year state spending plan, has pitted the Governor and a majority in the Senate who favor providing greater health care coverage with federal funds against House Republicans' questioning of the long-term obligation of expansion and desire for systemic reforms. With a July 1 start of a new fiscal year, the impact on state and local services could be felt if an agreement is not reached in advance of that date. Whether resolving the differing positions on Medicaid expansion or other coverage alternatives will occur within that budget framework or be left for future decisions remains to be seen.

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At the federal level, the VSAE recently submitted a comment letter in response to the IRS's proposed rulemaking on the tax-exemption requirements of social welfare organizations. That letter underscored the concerns raised by ASAE relative to the potential impact on VSAE members' ability to participate in political and legislative activity without jeopardizing their tax-exempt status. The VSAE Government Affairs Committee will continue to monitor this issue as formal guidance is developed.

Note: As of press time, several of the issues covered in this article had not yet been approved by Gov. McAuliffe and are therefore subject to additional changes.

READER SURVEY



WE WANT YOUR INPUT!

The Association Press is one of the many benefits members enjoy. Delivered monthly to your office, the newsletter gives you the latest information about VSAE, its members, and the association industry. Here's what the survey is asking.

- How often do you read the newsletter?
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VSAE staff will study the results of the survey to potentially refine the newsletter with the goal of delivering the most value to members.

Your input is absolutely critical. The survey should only take 5-10 minutes to complete. Please, take a few minutes to share your feedback.

Visit
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Contact Information
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aura

Community Service Connections

Monthly Meeting Raffles: The Community Service Committee chose Greater Richmond SCAN (Stop Child Abuse Now) to help with awareness that April is National Child Abuse Prevention Month. We raised \$440.

2014 Total Raised:
As of the April meeting the Community Service Committee has raised a total of **\$1,460** for various charities so far this year.

Upcoming Events: (reg. online)
 ◊ 4/24 – Hanover Habitat for Humanity (building in Ashland)
 ◊ 6/24 – FeedMore Community Kitchen (assembling meals for Meals On Wheels)

THANK YOU TO OUR 2014 PARTNERS:

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Impressive Location

Virginia's majestic Allegheny Mountains surround the grounds of The Omni Homestead Resort, making it a beautiful backdrop for any occasion. With a history that dates to the 18th century, the resort covering 2,000 acres has hosted numerous U.S. presidents and welcomes guests with Southern hospitality. Inside the resort, find an eclectic mix of timeless treasures and modern amenities. Each of its 483 guest rooms and suites evokes the appeal of a bygone era, with classic furnishings and authentic details throughout.



OMNI® RESORTS
the homestead

Stunning Space

With more than 72,000 square feet of meeting space, The Omni Homestead Resort is flexible enough to accommodate meetings of up to 1,000 people. Options are virtually endless, with 28 rooms from which to choose. Enjoy indoor and outdoor venues, from the expansive Grand Ballroom to the Cascades Golf Club, a unique space featuring spectacular views. Paired with the latest in audiovisual technology and a team of on-site specialists, your meeting will be one amazing moment after another.

Activities and Amenities

However you like to unwind, The Omni Homestead Resort provides. Inside the resort, find an oasis of luxury at The Spa at The Omni Homestead, featuring an Aqua Thermal Suite and an adults-only Spa Garden. For a taste of Virginia's finest cuisine, check out one of the resort's restaurants, many featuring mountain views to elevate your experience. Outside, enjoy a variety of activities, ideal for breakout sessions or team building exercises. Tee up on two legendary golf courses, both offering historic fairways ready to challenge your game. If you're in the mood for a little adventure, discover more than 30 activities to enjoy at your leisure, from hiking and horseback riding to kayaking and canoeing.

Plan Your Experience

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How do you create a meeting that inspires? It starts with a location that's truly inspiring. And with over 72,000 square feet of meeting space, The Omni Homestead Resort delivers. Enjoy an array of activities, including golf, spa and outdoor adventures. Ask about our 2014 Spring Meetings Package.

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AROUND THE COMMONWEALTH



BRUNING WELCOMES NEW DAUGHTER

Matthew Bruning, Vice President, Government Relations, at VA Bankers Association, welcomed his second daughter on February 21st at 7:00 p.m. Caroline Elizabeth weighed in at 9 lbs. 10 oz. Caroline, her mom Jennifer, dad and big sister Charlotte are doing great.

DILORIO RETURNS TO GRCC

The Greater Richmond Convention Center (GRCC) is excited to welcome back **Linné Dilorio, CMP**, as the new Director of Sales & Marketing. Linné returns to the GRCC from HCA Virginia Health System where she was the Marketing Manager leading the planning and management of community events and partnerships. She previously spent nine years in three sales roles at the GRCC.

GREENBRIER BECOMES HOME OF NEW ORLEANS SAINTS 2014 TRAINING CAMP

Glenn Lehman, Director of National Accounts announces that **The Greenbrier** will be the home of the 2014 Training Camp for the New Orleans Saints in late July and early August 2014. The Greenbrier owner, Jim Justice, has committed to building three practice fields on property at the resort (two natural turf and one synthetic grass), along with a 55,000-square-foot multi-purpose building equipped with meeting rooms, weight rooms, locker rooms, training and physical

therapy accommodations, and kitchen and dining facilities.

NORMAN RELOCATES OFFICE

David Norman, Executive Director of the VA Golf Course Superintendents Association, announces that he is relocating his office. As of April 18th, his new address will be 1900 Manakin Road, Suite C, Manakin-Sabot, VA 23103.

ASAE CAE COMMITTEE RECOGNIZES VSCPA

The Virginia Society of CPAs is the first association to be recognized by the ASAE CAE Community Outreach Committee for maintaining a CAE culture within their organization. Six of VSCPA's staff have achieved the association industry's Certified Association Executive credential. The CAE committee was impressed with the value VSCPA places on the CAE designation, and wanted to honor that commitment with this recognition.

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