



BECOME A “BOARD-SAVVY EXECUTIVE”

The success of your association depends on the relationship you have with your board. Learn how to strengthen that alliance at the **September Monthly Luncheon & Seminar**.

Experience has taught that a CEO's tenure and success in meeting his/her leadership goals are heavily influenced by the health of the board-CEO working relationship. And the evidence is in: CEOs who are truly “board-savvy” must take the lead in building such rock-solid board-CEO partnerships. Boards cannot be expected to take the lead in partnership building, bringing neither the time nor expertise to the relationship building effort.

Under the guidance of Doug Eadie, President & CEO of Doug Eadie & Company, participants will be provided detailed, practical, and thoroughly tested guidance in becoming truly board-savvy leaders. The key characteristics of the board-savvy CEO will be described, and the primary partnership-building roles of the board-savvy CEO will be explored.

At the conclusion of the seminar, participants will have a firm, detailed grasp of the three key roles that truly board-savvy executives must play in building rock-solid partnerships with their boards. You don't need to be a CEO or even an aspiring CEO to apply the lessons Doug will be sharing. Every association executive will benefit from this session.

DON'T MISS VIRGINIA'S PREMIER ASSOCIATION EXPO

VSAE's **Educational Symposium & Expo** will feature educational sessions & over 60 booths.

If you wanted to do all that you can do at the 2015 Educational Symposium & Expo on your own, it would take you at least a week and easily cost over \$1,000. Your time and money is important to you, so why not sign up to attend this year's Expo instead? Early-bird registration is only \$80.

The Expo begins with breakfast and a keynote presentation from locally acclaimed futurist John Martin, CEO of the Southeastern Institute. John will present “2020 Game Plan: What Tomorrow's Leaders Should Be Doing Today.” His presentation will explore the three mega trends impacting all organizations today and tomorrow. **CONTINUED ON PAGE 3**

NEXT EVENT

SEPTEMBER MONTHLY LUNCHEON & SEMINAR

Friday, September 11
Richmond Marriott West

SCHEDULE

Registration	8:00 a.m.
Seminar	8:30 – 11:00 a.m. <i>The Board-Savvy Executive: Building a Close, Productive Working Relationship With the Board Doug Eadie</i>
Reception	11:00 – 11:45 a.m.
Luncheon	11:45 a.m. – 1:15 p.m. <i>Cementing the Board Chair-CEO Relationship Doug Eadie</i>

Register online at vsae.org

UPCOMING EVENTS

CEO & Senior Staff Retreat

September 21-22
Keswick Hall

Educational Symposium & Expo

October 1
Greater Richmond Convention Center

November Monthly Luncheon & Seminar

November 6
Jepson Alumni Center

Holiday Luncheon & Silent Auction

December 4
Richmond Marriott Downtown

Check out all events at vsae.org/upcoming-events

ABOUT THE AUTHOR



BOB HARRIS, CAE
President, NonProfitCenter.com

Dubbed the “Martha Stewart of association management” for providing tips and templates for making management easier, Bob Harris, CAE, is one of the top voices in the association community.

Bob has authored numerous books on managing associations, and in 2012 was honored with the coveted “Association Partner of the Year” award from *Association Trends Magazine*.

Follow Bob on Twitter: @rchcae

NEED HELP ON-SITE?

Students in the Meetings and Conventions Management class at Virginia Tech are available to provide **on-site assistance with your meeting, conference, convention, tradeshow, or special event** from September – November 2015.

Students can work with you for 1–3 days without pay, but do need to receive room, meals, and auto mileage reimbursement from Blacksburg, Va. This is a required, graded laboratory assignment for the course.

For more information, contact **Howard Feiertag, CMP, CHME, CHA**, Pamplin College of Business, Virginia Tech.
(540) 231-9459
howardf@vt.edu

THE BOARD'S BEST QUESTIONS



Before accepting an offer to serve on a board, a prospective director should ask a few key questions. The organization’s executive director and nominations committee should be armed with the answers.

Is there a roadmap that the board follows?

We have a strategic plan spanning three years. The board, committees, and staff rely on the plan to stay on course and advance our mission.

Does the board have support and counsel?

In addition to an executive director (CEO) who works for and implements decisions of the board, the budget provides for access to an attorney and accountant. Regarding staff, directors are encouraged to have a collegial professional relationship but recognize they are not the boss of the employees.

What if I disagree with the board?

Diverse opinions are respected on the board. Inside the board room is the place to express divergent opinions. If you disagree, you are invited to voice your thoughts and to

go so far as to record a dissenting vote in the minutes. After the board meeting, you would be expected to express your support for the decisions of the board.

Is there risk associated with board service?

While the opportunity to serve outweighs the risk, we have taken steps to protect the board. Directors benefit from doctrine of volunteer immunity statutes, as well as indemnification indicated in our bylaws. The organization is incorporated, another way to protect individuals on the board, and we have purchased directors and officers liability insurance.

Do we have access to information?

An orientation is conducted annually for all board members, supplemented by distribution of governing documents and key information. The board has access to nearly all information with exception of personnel files. We maintain a password protected information portal for directors to have 24/7 access to documents.

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2015 EDUCATIONAL SYMPOSIUM & EXPO

CONTINUED FROM PAGE 1

There will also be sessions on association management systems, online learning, and using LinkedIn. Also, new to 2015 is a **Meeting Planner Roundtable** session. This roundtable will offer attendees a great place to come network with fellow meeting planners to seek solutions to those questions and problems that have inevitably cropped up in the profession.

And as always, the Expo features over 60 booths of meeting facilities from every corner of the Commonwealth. Enjoy lunch and talk to hotels, resorts, CVB partners, and other vendors focused on helping you add value to your meeting attendees, to your customers, and to your members.

EXPO SCHEDULE

Wednesday, September 30

5:30 - 7:00 p.m.

Networking Reception

Thursday, October 1

8:30 - 9:50 a.m.

Keynote and Breakfast

2020 Game Plan

10:00 - 11:30 a.m.

Morning Breakouts

Online & Upward

The Future of AMS

My LinkedIn Life

Meeting Planner Summit

11:45 a.m. - 2:00 p.m.

Expo Hall Open (with lunch)

2:15 - 3:45 p.m.

Afternoon Breakouts

Online & Upward

The Future of AMS

My LinkedIn Life

Be sure to visit vsae.org/expo for a full breakdown of events.

EDUCATIONAL CONTENT

2020 Game Plan: What Tomorrow's Leaders Should Be Doing Today

John Martin | CEO, Southeastern Institute of Research

This informative, research-based, visionary, and entertaining presentation sets forth three mega trends impacting all organizations today and tomorrow – from demography, society, and culture. 2020 Game Plan will leave leaders with a better understanding of what is coming over the horizon, and will equip them with the strategies and tactics to change the trajectory of their organizations and their own lives.



Online & Upward: Making Online Learning Part of Your Member Value Story

Jeff Cobb & Celisa Steele | Co-Founders, Tagoras

In this session, Jeff and Celisa will discuss how to take your educational offerings online to reach more members, generate new revenue, and create real educational impact in the industry or profession you serve. Key takeaways include a tool to evaluate where online fits in your education portfolio, low cost approaches to starting or growing your online initiatives, and based on Tagoras research, key factors that separate organizations that are successful with online learning from those that are not.

The Future of Association Management Software (AMS)

Mark Sedgley | President & CEO, MemberClicks

Looking for pointers on how to best utilize your current association management system (AMS) software? The next few years will be full of change in the world of AMS software as consolidation in the marketplace increases. How will that affect the day-to-day operations of association leaders? You will learn how your association can prepare for upcoming changes in the association management system marketplace, and when your association should re-evaluate their AMS needs.

My LinkedIn Life: How to Get Better, Faster, & More Meaningful Results with LinkedIn

Victoria Ipri | President & CEO, Ipri International, LLC (*courtesy of Powell-Kohne Associates, LLC)*

You've heard of LinkedIn. Maybe you have a profile. Maybe you've even dabbled in networking on this platform. But, if you're like 80 percent of its 327,000,000 members, you know you could do a lot more with LinkedIn and get better results. What exactly should you be doing, and how can you incorporate LinkedIn activities into your professional life without sacrificing precious time needed for your "real" job? This session will demonstrate best practices to make it easier for you to use LinkedIn more often, and make it simpler to take the actions most relevant to your LinkedIn goals.

Meeting Planner Roundtable (Hosted by VSAE's Meeting Planner Shared Interest Group)

This will be a highly interactive session organized around topics important to you, the attendee. These topics could include (but are not limited to) contracting, event registration, contingency planning, event marketing, or handling on-site logistics.

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CEO & SENIOR STAFF RETREAT - DON'T GO IT ALONE!

Leading an association is a unique challenge and can often be an isolating experience. In fact, a 2012 study reported that 61 percent of CEOs say isolation hinders their performance (RHR International, 2012). So, how do CEOs and other staff leaders cope and overcome this isolation? One way is meeting and interacting with senior staff leaders from other associations. The 2015 CEO & Senior Staff Retreat affords you such an opportunity.

The 2015 CEO & Senior Staff Retreat is two days of interactive and facilitated learning tailored to CEOs and other senior staff leaders. It's a chance to break out of the isolation and interact with other association leaders who face many of the same challenges you do.

The cost of similar events can easily run a thousand dollars, and that is not including the cost of travel, hotel, or food. This event is only \$560 for VSAE members and includes a hotel room at luxurious Keswick Hall and all the conference meals. If you leave with just one new idea or one new contact, it will have been worth your while. During the Retreat, content leader Aaron Wolowiec, MSA, CAE, CMP, CTA, will serve as "content coach" relying on the

idea that you can learn more from other association executives than you can from a presentation. With Aaron's leadership, attendees will not sit idly in a meeting room for two days either. The agenda will have attendees using the inspiration of the beautiful grounds at Keswick in the foothills of the Blue Ridge Mountains to work with fellow association leaders on crafting new and innovative solutions to the problems that keep you up at night.

At the conclusion of the Retreat, you will have a network of other association leaders on whom to call from time to time. You will have new ideas for leading your association. And you will have renewed energy to continue leading your team.

To learn more and register for this great opportunity, visit vsae.org/CEORetreat. There are a limited number of spots left and the deadline to guarantee a room is Friday, August 28.

GREAT EXPERIENCE, AMAZING PRICE

Register now for a savings of up to 73%:

Keswick Room	\$350
Lunch	\$30
Dinner	\$115
Breakfast	\$20
Education	\$1,000
Total	\$1,515

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Experience 4-Diamond Service in Richmond's hottest location. Meet with success while offering your attendees and their guests world class shopping and dining, or visit Richmond's many venues—all within minutes of the hotel. Relax in *Aura*, Indulge in *Shula's* and host a very successful Meeting!

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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

IS YOUR WEBSITE

UGLY?

Information adapted from Corey Perlman's Digital Marketing eBootCamp workbook.
For more information, please visit:
coreyperlman.com or ebootcamp.com.

Seminar attendees at the June Monthly Luncheon & Seminar were asked to evaluate their websites using a checklist formulated by speaker Corey Perlman and his team at eBootCamp, an education company that specializes in digital marketing. Here's your chance to gain a glimpse into the great educational content offered at VSAE's Monthly Luncheon & Seminars, while also making your website more attractive for your members and customers.

Corey's Criteria for an Effective Website:

Color Pollution?

☐ Yes ☐ No

When a website is cluttered with too many colors, it takes away from the content of that website. More than three primary colors constitutes color pollution.

Links Above the Fold?

☐ Yes ☐ No

There is a significant drop off rate when links fall "below the fold". If a consumer has to scroll down to click on a link, it is considered below the fold.

Homepage Content?

☐ Yes ☐ No

Your homepage content should be a summary of who you are and the products/services you offer.

Email, Mail & Phone?

☐ Yes ☐ No

If appropriate, make sure your mailing address, email address, and phone number are clearly displayed on your website.

Subscriber/Opt-in Box?

☐ Yes ☐ No

Every website should ask the visitor for their contact info. If they leave your site without giving you this info, you've most likely lost them forever.

Social Proof?

☐ Yes ☐ No

What differentiates you from your competition?

Mobile Ready?

☐ Yes ☐ No

Your site should show clearly on every device.

HEALTH CARE CORNER



MONTY DIZE

President, Asset Protection Group, Inc.

The Affordable Care Act (ACA) employer mandate, commonly known as the employer shared responsibility, will apply to employers with 50 or more full-time employees in 2016. Many carriers will be offering "transitional relief" to these mid-size employers in 2016. One thing is for sure, the health insurance markets continue to change, therefore it is important to have an agent that can guide you through the complexities of ACA, as well as the insurance carrier transitional options.

You can write Monty at mdize@apgroupinc.com or call him at (804) 423-7700.

RECOGNIZE YOUR PEERS



Do you know an association Executive or Associate member who has gone above and beyond in service to VSAE and your association community? If so, nominate that person for one of VSAE's Awards of Excellence.

Given out annually, the Awards of Excellence recognize members who have exhibited integrity and professionalism in service to the association community.

CEO Award of Excellence

The highest award VSAE can bestow upon one of its Executive members.

Association Staff Award of Excellence

Awarded to an outstanding association staff professional for his/her contributions.

Associate Member Award of Excellence

Recognizes distinguished suppliers/vendors.

Career Service Award

Presented to an individual outside of the field of association management who has provided exceptional service over the years.

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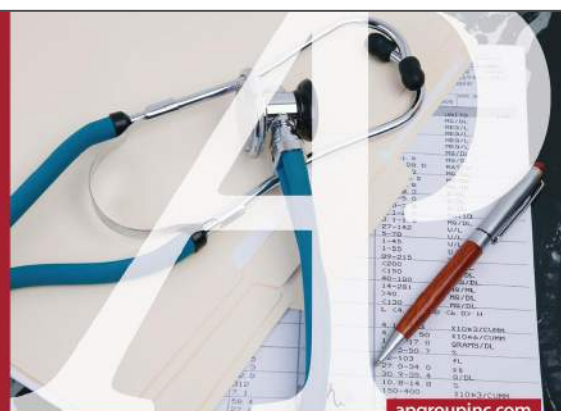
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Blacksburg

Sherry Venant
Dave and Busters
Virginia Beach

ASSOCIATE ACCESS

2016 Partner Program Info

Later this month, VSAE will begin rolling out a new and improved Partner Program Media Guide filled with numerous opportunities to help you connect with and support the association community.

Whether it's early access to great educational opportunities or a spot at one of VSAE's exclusive Executive events, you can acquire as much out of your partnership as you put in.

Keep an eye on your inbox for more information.

THANK YOU TO OUR 2015 PARTNERS

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The Omni Homestead
Omni Richmond Hotel
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PARTNER HIGHLIGHT:

The **DoubleTree by Hilton Williamsburg** is a modern, family-friendly hotel that exudes effortless charm and convenience. Experience homelike comforts and authentic Southern hospitality; beginning your stay with our delicious warm chocolate chip cookie, straight from the oven. Enjoy versatile Williamsburg, Va. lodging, including both stylish guest rooms and expansive suites with ample amenities and services for families, events, and group visitors alike. Awarded TripAdvisor's 2015 certificate of excellence, the hotel continues to raise the bar for customer service in the area.

ACCOMMODATIONS

Unwind in a spacious guest room or suite that has modern amenities such as Wi-Fi access and 37-inch HDTVs. Swim in the large indoor/outdoor swimming pool, and relax in the beautiful poolside courtyard. Start your morning off right with a large buffet in the Harvest Grille. Try delicious pub fare and bespoke cocktails at Pitcher's in the afternoon, or surf the web while sipping coffee in the Williamsburg Café. The hotel also offers a 24-hour fitness center. With something for everyone, DoubleTree provides exceptional guest services and a welcoming environment.

MEETING & EVENT SPACE

When it comes to all of life's celebrations, look to DoubleTree by Hilton Williamsburg to provide helpful special event planning tools and welcoming accommodations for your gathering. With 48,000 square feet of meeting space, it is one of the largest convention spaces in the Williamsburg area. Choose from an auditorium, amphitheater and/or 30 additional meeting rooms for your conference or board meeting. A 24-hour business center and on-

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site audio-visual support makes business easy at this hotel. The President's Ballroom also offers an idyllic setting for elegant weddings or receptions. Professional event service managers and an award-winning culinary team ensure every event runs smoothly. Their event planning resources can help you book the right event venue, secure guest accommodations, manage guest lists and more.

BEYOND THE HOTEL

Discover diverse cultural, historical, and family-friendly attractions close to DoubleTree by Hilton Williamsburg. Step outside the front entrance and grab the hotel shuttle directly to Busch Gardens. The hotel is the closest full-service hotel to Busch Gardens and Water Country USA. History

buffs will love Colonial Williamsburg, as well as historic Jamestown and Yorktown, or just a drive on scenic Colonial parkway. Enjoy a round of golf on one of Williamsburg's world-famous courses, or visit The College of William & Mary. Explore shops and dining options just a short drive away, including the Premium Outlets shopping mall and New Town.

READY TO BOOK? CONTACT:

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AROUND THE COMMONWEALTH



On July 10, at 7:01 p.m., **Justin Beale**, Director of Sales and Marketing at Hilton Norfolk The Main and his wife Louise welcomed their first child, Jackson Gordon Beale. He weighed 8 lbs., 7 oz and was 21 3/4 inches long. Both Jackson and Louise are doing well.

Matt Bruning and **Courtney Fleming** were recently promoted to Senior Vice Presidents at the **Virginia Bankers Association**.

Phyllis Errico, JD, CAE, was recently re-elected as President of the National Association of County Civil Attorney's (NACCA) at the National Association of Counties (NACo) Annual Conference and Exposition in Charlotte, N.C.

Mark Herzog, CAE, the former Executive Director of the Virginia Biotechnology Association and former VSAE board member, was appointed by Governor Terry McAuliffe as Chairman of the Virginia Board of Workforce Development for a two-year term commencing July 1. Mark is currently Vice President of Corporate Affairs at kaléo, a Richmond-based pharmaceutical company.

Jennifer Mayo, Director of Sales and Marketing at the Omni Charlottesville Hotel was recently named Chairman of the Board of Directors for the Charlottesville Albemarle Convention and Visitors Bureau.

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UNLEASH YOUR WILD SIDE

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VSAE is now accepting auction donations for the **2015 Holiday Luncheon & Silent Auction**, our most popular event of the year!

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Visit vsae.org/auction for more details and to submit your donation.

December 4, 2015
Richmond Marriott Downtown
10:30 a.m. - 1:30 p.m.

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