



— VIRGINIA SOCIETY of —
ASSOCIATION EXECUTIVES

YOUR *association* PRESS

JANUARY 2016



**THE SECRETS OF ENGAGING
DISENGAGED EMPLOYEES**

Join VSAE on Friday, February 5 at the Omni Richmond Hotel for the February Monthly Luncheon & Seminar with guest speaker, Dr. Heather Williamson. The seminar will feature Dr. Williamson presenting, “The Secrets of Engaging Disengaged Employees,” which will include lessons that can be applied to employers, employees, members, or clients. At lunch, she will present, “Top 5 Strategies to Engage Disengaged Employees.”

Disengagement is not an event but a process over time. Causes of disengaged employees and members within associations are varied. This seminar will investigate those reasons specific to VSAE members based on member input. Dr. Williamson will then provide actionable solutions to better engagement. Attendees will leave with best practices to implement within their organizations.

Dr. Williamson heads Transformation Group, LLC, which specializes in performance management and organizational development. She is a recognized expert in the development of communication and interpersonal skills. She has a Ph.D in social psychology from Virginia Commonwealth University.

Call VSAE at (804) 747-4971 for more information or register at vsae.org.

THE STRATEGIC JOURNEY BEGINS

In the last two issues of this newsletter, you have heard from our outgoing and incoming Executive Directors, **Rick Eisenman, CAE** and **Brandon Robinson, CAE**, respectively. They both gave their perspective on an important leadership change for VSAE. They also both emphasized the importance of you – our members. I could not agree more.

This past fall, the board embarked on a very important strategic planning process. President **Wilmer Stoneman, III, CAE** created a Strategic Planning Task Force consisting of **Scot McRoberts, IOM**; **Ray Mattes, CAE**; **Maureen Dingus, CAE**; and myself as chair. The task force was charged with helping lead the board through the development and implementation of a new strategic

CONTINUED ON PAGE 3

NEXT EVENT

**FEBRUARY MONTHLY
LUNCHEON & SEMINAR**

Friday, February 5
Omni Richmond Hotel

SCHEDULE

Registration 8:00 a.m.

Seminar 8:30–11:00 a.m.

**THE SECRETS OF ENGAGING
DISENGAGED EMPLOYEES**

Dr. Heather Williamson

Reception 11:00–11:45 a.m.

Luncheon 11:45 a.m.–1:15 p.m.

**TOP 5 STRATEGIES TO ENGAGE
DISENGAGED EMPLOYEES**

Dr. Heather Williamson

[Register online at vsae.org](http://vsae.org)

UPCOMING EVENTS

SIG | Meeting Planner

January 21 and February 18

Topic: Continuity of Operations
Planning Workshop

Medical Society of Virginia

SIG | Senior Staff

January 29

Topic: Navigating Association Trends
in Our Organizations

Virginia Health Care Association

[Check out all events at
vsae.org/upcoming-events](http://vsae.org/upcoming-events)

Time to Renew!

Your VSAE 2016 Membership
Renewal is now available online.

**Payment must be made by
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If you have any questions,
write Tami at tami@vsae.org.

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plan. One of the directives given to this group was to ensure this entire process was member driven and facilitated by an objective third party to ensure the best result. The board voted to engage Floricane to assist in this effort and the process will begin in earnest in the coming months.

VSAE has accomplished a lot through its previous strategic plan. That plan outlined a vision for raising the bar for VSAE as far as its level of professionalism and educational content. The previous plan also helped VSAE grow its primary membership, association executives. A new membership dues structure was put in place to provide discounts for multiple members from the same organization, and as a result VSAE has grown to count among its members, association executives from all levels of an organization. The most recent strategic plan also aided in the creation of the very successful Partner Program.

The goal of the next strategic plan will be to build on these successes and the long standing traditions of VSAE to continue being the "gold standard" for our members. One of the important themes to emerge out of last year's rebranding project was the strength and diversity of the VSAE membership. The new logo represents the fact that VSAE exists to connect those diverse members in service to the association community – YOUR association community.

More will be coming about this strategic planning process including ways you can help guide the direction of your association. Stay tuned and we can look forward to many more successes in our future together.

ABOUT THE AUTHOR

Barbara Homiller, MBA, CAE is Senior Vice President of the Better Business Bureau Serving Central VA and is President-Elect of VSAE.

bhomiller@richmond.bbb.org



MEMBER SPOTLIGHT

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



What was a great piece of advice you received?

It's interesting, of all the advice I have been given over the years one of the best pieces of advice came from my high school guidance counselor. When I was confused about the next step and choosing a college he told me to listen to others advice then do my own research and make my own decision. He explained that in doing so, I would be responsible for the decision and invested in the outcome. This has served me well in many aspects of my life. My advice to young professionals in the industry is to build relationships and appreciate what others bring to the table.

Where do you envision the Association industry heading, and/or what do you think will be the most significant changes in the next 10-15 years?

I think the Association Industry is well poised for change because to be successful in association work you have to remain flexible, service oriented and passionate. I think the changing of the guard as babyboomer retire (or not) is going to be significant in the association field and in the entire workforce. I think the best results will come with blending the interpersonal skills and successes of the boomers with the technical savvy of the younger workers, we truly need both.

What's on your iPod (or online music playlist)?

Favorites include: Chicago, Earth Wind and Fire, The Rolling Stones, Al Green, Hall & Oates, James & Livingston Taylor, Kenny Loggins, Aretha Franklin, Ed Sheeran. Mostly artists I have been listening to for over 30 years with a few more recent artists sprinkled in.

In what way(s) has your membership in VSAE benefited you?

In so many ways really. Professionally I have learned so much from sharing experiences with other members representing different entities and I have built so many relationships and coalitions as a result. I have formed a number of close and lasting freindships through my VSAE participation. In addition, VSAE has renewed my appreciation for community service.

What do you enjoy doing in your time away from work?

In no particular order I enjoy travel, baseball, food, family and friends.

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4 WAYS TO ENGAGE YOUR MEMBERSHIP IN ADVOCACY

Strong membership engagement inspires, encourages, and mobilizes members for political advocacy. Without the active support of the membership, an association's advocacy loses its constituent-driven power. An association that successfully implements and executes a membership-oriented advocacy strategy will also have a stronger connection with their members as a result of strategic communications. Engagement benefits everyone involved: a thriving association and satisfied members with meaningful connections to the association, making them more likely to participate in advocacy initiatives when asked. Here are four tips to engaging membership.

CULTIVATE COMMUNITY

Think about the common bond between your membership. Do your members work in the same industry? Do they all live in the same area? Find connections between those who support your organization, and use those connections to create a sense of solidarity among your members through events, educational resources, and networking opportunities. Strengthening your relationship with your supporters goes beyond the direct association-contact connection, but in a broader context, it's helpful to create a sense of community among your members by helping them feel unified. When the legislative sessions roll around, your membership will feel



like they are acting as a part of a greater unit, acting on behalf of an issue that affects their own community.

COMMUNICATE OFTEN

Communicate with your members often, but not too often. Use social media as frequently as you can through your various channels; however, when it comes to e-newsletters and emails, think strategically about releasing communications. Be aware that frequent communications may cause some members to opt out of receiving your messages or unsubscribe themselves. Consider integrating offline and online membership correspondence for a more complete approach to getting your members to familiarize themselves with your organization.

BE RESPONSIVE

If your members tweet at you, email you, call you, etc., respond as quickly as you can and let them know you listen and react to any questions, concerns, or comments they may

have. Members won't be engaged with your organization's agenda if they feel disconnected or alienated from the organization itself.

SPREAD THE WORD

Excited, engaged members and supporters are more likely to talk about how they have become involved in advocacy pushes, share the word on social media, and talk about the issues at hand with their own networks. Engaged members spreading your message may subsequently attract new supporters and members, organically growing your base and strengthening your organization. Encourage members to spread industry news, association news, and action alerts through their personal social media accounts.

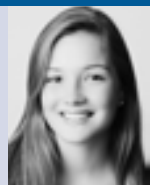
Members who care about an issue and believe in the mission of your organization will be more than happy to step up to the plate and advocate when the legislative actions pop up. Engaging your membership will pay big dividends when it comes to future advocacy campaigns you sponsor. Take a look at these great statistics provided by the Congressional Management Foundation:

"Internet users who contacted Congress were motivated to do so because they cared deeply about an issue (91%). Even a majority (88%) of those who contacted Congress as a result of a third party request indicated this was part of their reason for doing so." (source: CMF)

As the party prompting your members to take action, your organization's role is critical in driving political change through citizen-driven advocacy, and engaged members are more likely to participate on your behalf.

ABOUT THE AUTHOR

Cleo Dan is the Director of Media and Communications at Muster, a Richmond-based technology company providing online advocacy solutions for associations. cleo@muster.com





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Our Embassy Suites by Hilton Hampton Hotel Convention Center & Spa provides premium accommodations in Hampton, Virginia. Situated at the intersection of I-64 and I-664 in Hampton, and close to both the Norfolk International Airport and the Newport News/Williamsburg International Airport, our hotel provides easy access to excellent Virginia attractions. We are the quality choice for your next event.

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JOIN US IN D.C. TO SHARE THE ASSOCIATION STORY

by Jim Clarke, CAE
Senior Vice President of Public Policy, ASAE

AMERICAN ASSOCIATIONS DAY

There is a critical need for the voices of association leaders in Washington. As Senior Vice President of Public Policy at the American Society of Association Executives (ASAE), each year I see the profound impact that association professionals have in Congress simply by coming to Washington and sharing with their representatives the important ways their organizations are contributing at home and how policy issues critically impact them.

Join VSAE & ASAE at American Associations Day to ensure that members of Congress know how our associations are improving Virginia's districts and communities. Because if they have no idea, then how will they stand up for us?

ASAE makes it easy: they will provide training on the most effective way to share the message and provide you with resources for visiting your Congressional offices. Registration is free and ASAE even provides a scholarship of up to \$300 to attend for those outside the

D.C. area. To register or for more information visit the website below.

AMERICAN ASSOCIATIONS DAY

March 9-10

Washington, D.C.

The only legislative fly in
for association professionals.

thepowerofa.org/hillvisit/

ASSOCIATION PUBLIC POLICY ISSUES

In meetings with Congressional offices American Associations Day participants will discuss a variety of issues at stake for the association community. These issues include the Obama administration's pending regulations for overtime pay and federal employee attendance at association conferences.

The Department of Labor has proposed an overtime rule that would more than double the salary threshold for overtime eligibility to \$50,440 per year (up from \$23,660). In addition, the minimum salary would automatically increase each year to match the 40th percentile of the average salary earned by full-time employees in the U.S. ASAE believes the new rule would adversely affect many nonprofit organizations and could harm many affected employees as well. To contain payroll costs from increased overtime obligations, employers would have to either lay off employees or exclude reclassified

employees from telework and career growth opportunities outside of core business hours. The Office of Management and Budget (OMB) has estimated that a final rule could come out as soon as July 2016.

The second issue is the value of federal employee attendance at association conferences. The Office of Management and Budget and the Administration have taken a number of aggressive steps to cut waste, including requiring all agencies to reduce conference and travel budgets to 70 percent of FY 2010 levels and keep those reduced budgets in place through FY 2016. Current guidance from OMB has helped agencies reduce travel spending by \$3 billion, but has also dramatically impacted the ability of government employees to attend educational meetings and conferences. Despite these reforms there are currently multiple bills in the House that would further reduce government attendance at association conferences.

ASAE needs your help to share with Congress the vital public-private sector interaction and training that occurs at association conferences. Blanket restrictions which prohibit travel do the country long-term harm.

These two issues and many more are the focus this year at American Associations Day. Please consider joining ASAE and VSAE this March 9-10 in Washington, D.C.



HEALTH CARE CORNER

The Affordable Care Act has many levels of compliance for employers, and the regulations continue to grow. In January 2016, employers that have more than 50 Full Time Equivalent employees "FTEs" will need to have forms 1094-C and 1095-C filed with the IRS. 1095-C will be provided to employees as well, it is commonly known as the "Health Care W-2." These forms will allow the IRS to monitor Applicable Large Employers "ALEs," as well as their employees' health insurance coverage.

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NEW IRS STANDARD MILEAGE RATE

Beginning on January 1, 2016, the standard mileage rate used to calculate the deductible costs of operating an automobile will be **54 cents per mile** for business miles driven, which is a decrease of 3.5 cents from the 2015 rate.

NEED TAX HELP?

The Virginia Society of Certified Public Accountants is pleased to offer **FREE** tax assistance through their consumer website, **financialfitness.org**. You can download forms and tips as well as get online tax advice by submitting email questions through the "Ask a CPA" email program. Experienced, licensed CPAs will provide answers within three business days.

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Six times a year, VSAE offers a quality educational seminar in conjunction with the monthly luncheons. Purchase seminar passes now and save on your education needs.

Seminars cost \$40 for VSAE members and include up to 2.5 hours of CAE qualified credit.

Buy a 3-Seminar Pass for \$105
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Buy a 6-Seminar Pass for \$200
YOU SAVE \$40!

Deadline for ordering is January 29, 2016.

For more information, please visit vsae.org/seminarpasses.



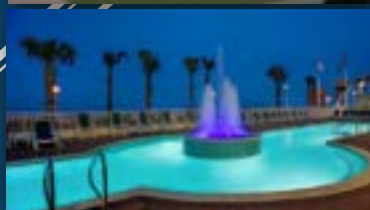
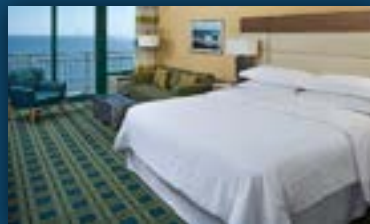
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Kingsmill Resort, along the banks of the majestic James River in Williamsburg, now offers a complete renovation of guestrooms and suites. All rooms and suites are updated with new furnishings, new carpeting, new window treatments, and mini refrigerators. Kingsmill's suites now feature granite countertops, new fireplace mantles, and new desks and armoires.

DINE IN STYLE

Kingsmill's four restaurants and in-room dining present outstanding variety. Their newest venue, Elements 1010, offers a lively lobby bar and delectable dishes. Eagles provides guests with a dining room experience or casual fare with views of the golf course. James Landing Grille — the only riverfront eatery in Williamsburg — continues to offer stunning sunset views and fresh, locally sourced seafood. Currents (open seasonally at the new River Pool) brings the fun outdoors with laid back poolside food and drinks.

NEW SPA AND GOLF

Guests at the all-new Spa will feel tensions slip away as they indulge in pampering services in the advanced treatment rooms or maintain their exercise regimen in the new fitness room. Or you can arrange a golf outing on one of their prestigious courses. Kingsmill will be in the international spotlight again as it welcomes the world's top women golfers to the LPGA Kingsmill Championship, May 16-22, 2016. While you'll want to test your skills on the River Course, you shouldn't miss the acclaimed Plantation Course, featuring historic landmarks from Kingsmill's 1736 plantation. Additional recreational pursuits include an indoor pool, new River Pool, Segway tours, hiking and biking, as well as tennis and water sports on the marina (seasonal).

BACK TO BUSINESS

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This pass is non-transferable and cannot be replaced if lost. Pass is valued at \$14 if used within 30 days of invoice date. After 30 days, fees must be paid in full by the user, including any assessed late fees.

Please cut out this pass, staple it to your invoice, and return to VSAE in lieu of payment.



AROUND THE COMMONWEALTH



MEMBERS ON THE MOVE

Heather Greenwell, CAE, is pleased to announce the opening of Greenwell & Greenwell Association Management, LLC (GGAM), a full-service association management company. Heather may be reached at (804) 502-1044 or heather@ggam-llc.com.

Jennifer Hunt was named Manager of the Year for the Richmond Marriott Downtown during the hotel's holiday party on December 20.

Congratulations to the following VSAE members who are Platinum Choice Award winners: Salamander Resort & Spa, The National

Conference Center, The Omni Homestead, Hampton CVB, Virginia Beach CVB, and VisitNorfolk.

Amy Vealey of the Virginia Association of Counties married Stephen Sales on December 13.

Effective January 1, 2016, the Virginia Trucking Association's physical and mailing address is 4821 Bethlehem Road, Suite 101, Richmond, VA 23230.

Courtney Wydra, Director of Conference Services at the Wyndham Virginia Beach gave birth to a beautiful baby girl November 23. Clair Elizabeth weighed 7 lbs. 14 oz. and measured 20.5 inches long.



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2924 Emerywood Parkway
Suite 202
Richmond, Virginia 23294

PHONE: (804) 747-4971
FAX: (804) 747-5022
EMAIL: info@vsae.org
WEB: vsae.org

Brandon Robinson, CAE
Editor

Lorraine Meade
Content, layout, and design

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