



## Values Based Leadership: A Case Study

### NEXT EVENT

**April 4, 2014**

*DoubleTree by Hilton  
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### SCHEDULE

8:00 a.m. .... Registration &  
Cont. Breakfast  
8:30 a.m. .... Seminar

**Values Based Leadership:  
A Case Study**

11:00 a.m. .... Reception  
11:45 a.m. .... Lunch/Program

**Values Based Leadership:  
Life on Purpose  
Mark Fernandes**

1:15 p.m. .... Adjourn

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



**Mark  
Fernandes,  
Luck  
Companies**

Join us at our April meeting as **Mark Fernandes**, Chief Leadership Officer, Luck Companies, presents **“Values Based Leadership: A Case Study.”**

After his very successful presentation at VSAE’s 2013 Annual Conference, Mark is back to present a case study on the values based leadership concept and how it applies to associations. He will illustrate the imperative of loving your associates to death, believing in them, and helping them become all they are capable of becoming. Mark will present a case study on Luck Companies, a 90 year old family-owned, family-run stone company, which believes doing good (making a positive impact) is the best path to doing well (achieving exceptional personal and

business performance). Mark will show us that Values Based Leadership is how they do good and why they do well. By focusing on this values proposition, associates are ignited and engaged (given a discretionary effort) to the extent that they provide exceptional service and customer and stakeholder loyalty, which leads to increased revenue and profit.

**Mark Fernandes**, Chief Leadership Officer for Luck Companies, is responsible for driving the strategic direction of his company’s mission to ignite human potential through Values Based Leadership, a philosophy and model that encourages employees to live, work and lead in alignment with their personal core values, principles, beliefs and purpose, which would in turn, ignite the extraordinary potential of those around them.

**LUNCHEON:**  
**“Values Based Leadership:  
Life on Purpose”**  
Leadership is a conscious choice to work first on yourself,

which will in turn positively impact the lives of those around you. Mark Fernandes will make a case for starting your day with intention and purpose. The 13th century Persian poet Rumi said, “Yesterday I was clever so I wanted to change the world; today I am wise so I am changing myself.” The message “the work begins with me” is foundational to leading and living a life on purpose.

**Register online today at [www.vsaе.org](http://www.vsaе.org) to attend this valuable session on April 4! If you prefer to pay by check, use the registration form found online.**

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[www.richmondmidlothian.doubletree.com](http://www.richmondmidlothian.doubletree.com)  
**Room Rate: \$89**  
Please mention VSAE.

### **UPCOMING PROGRAMS & EVENTS**

**May 4-6, 2014**

Annual Conference  
The Boar’s Head

**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.vsaе.org](http://www.vsaе.org).

## 2014 Annual Conference:

### *Don’t Be Cavalier About Your Association Career*

**May 4-6, 2014  
The Boar’s Head  
Charlottesville, VA**

Make plans to attend VSAE’s 2014 Annual Conference and take charge of your career.



Whether you are an **emerging association professional** looking to build your career for long term success, an **experienced association manager** seeking

to expand your network and knowledge base, or an **associate member** looking to connect with executive members, the Annual Conference has something for you.

*Continued on page 3*



## VOTE on the VSAE 2014-2015 Slate of Officers and Directors!

Voting occurs at the VSAE April 4th luncheon at the DoubleTree by Hilton Richmond-Midlothian. Register online at [www.vsae.org](http://www.vsae.org).

### Nominating Committee



Stephanie Peters, CAE, *Chair*  
Steve Akridge  
Richard Johnstone, Jr.  
Jan Morehead, CAE

## VSAE Annual Business Meeting and Board Election

VSAE's Annual Business Meeting and Election of Officers will be 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, nominate the following slate of officers and directors for the 2014-2015 year (May 1-April 30).

### 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

Additional candidates for the offices to be filled (except President and Past-President) may be placed on the ballot with a petition signed by at least 10% of the members eligible to vote. The petition shall be filed with the Secretary at least one week before the election. The Secretary shall send notice of such additional nominations to all members eligible to vote before the election.



## VSAE 2014-2015 Call for Volunteers

How do you get the most from your VSAE membership?

### GET INVOLVED!

Now is the time to sign up to volunteer for your association. It

is the best way to become truly engaged in VSAE and contribute to the association industry. You will also get to meet some great people along the way.

To view a list of the 2014 – 2015 committees and sign up to volunteer, visit the website and click on the **2014-2015 Committee Enrollment Form** in the news section. **You will need to be logged in as a member.** The deadline is **Wednesday, April 3** and don't forget to **mark your 1st, 2nd and 3rd choices** as some committees are more popular than others and fill up quickly. You will be notified by the committee chair before the Annual Conference in May.

Committee enrollments do not carry over from year to year, so let us know if you would like to remain on your current committee.

If you have any questions, call Tracie Grady, Vice President of Member Services, at 804-249-2244 or write her at [tracie@vsae.org](mailto:tracie@vsae.org).

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 Sheraton Norfolk Waterside  
 Virginia Beach CVB  
 Wyndham Virginia Beach Oceanfront

**PLATINUM:**

Hampton CVB  
 Hilton Richmond Hotel & Spa at Short Pump  
 The Omni Homestead  
 Renaissance Portsmouth-Norfolk Waterfront Hotel  
 VisitNorfolk

**GOLD:**

Embassy Suites Hampton Roads - Hotel, Spa & Convention Ctr.  
 Sheraton Virginia Beach Oceanfront Hotel  
 Wintergreen Resort

**SILVER:**

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 DoubleTree by Hilton Virginia Beach  
 DoubleTree by Hilton Williamsburg  
 Dunmar Exhibit Services  
 Fort Magruder Hotel & Conf. Center  
 The Greenbrier  
 Hilton Garden Inn Richmond Downtown  
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 Westin Virginia Beach Town Center

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

(Continued from page 1)  
 The Annual Conference is also a great place to unwind a bit at the beautiful Boar's Head located in the foothills of Virginia's Blue Ridge Mountains. There will be golf, winery tours, a fun run, and even tethered hot air balloon rides. These activities are a great way to network and connect with fellow executives and associates.

Here's a sneak peak at the education featured at this year's conference. Visit [www.vsaec.org/annual](http://www.vsaec.org/annual) to read more.



**Keynote: Serve to Be Great: Leadership Insights from My Journey as a Prisoner,**

**Monk, and Social Entrepreneur** – Matt Tenney. In this inspiring yet content-rich program, Matt will show you how to improve your capacity for servant leadership, and how that shift results not only in greater success as a leader, but in greater happiness as well. Drawing on insights from his experiences as a prisoner, monk, and social entrepreneur, as well as from some of the best workplace cultures in the world, you'll walk away with powerful ideas and tools for attracting and retaining talented employees, who in turn attract and retain members, which allows you to truly do more with less.

**Breakout Sessions: The Path Forward for Emerging Association Professionals** – A Panel Discussion featuring three top chief staff executives.

Specifically aimed at association professionals with aspirations to become chief staff executives, panelists will discuss insights on their path to the lead position within their organization. (See more on page 9)



**The Ultimate Success Habit: How Mindfulness Improves Performance Profitability**

**and Well Being** – Matt Tenney. Mindfulness training is now being offered by numerous, highly successful companies such as General Mills, Apple, Deutsche Bank, and many others. In this highly interactive program, you'll find out why.



**Take the WORK Out of Networking – A Guide to Better Results**

– Jim Roman, President, Business Owners Institute. In the session/workshop/do-shop you will learn: the do's and don'ts of effective networking; how to take the WORK out of networking; how to increase your networking effectiveness; and much, much more.



**Building Brand Relevance** – Kelly O'Keefe, Chief Creative Officer, CRT/Tanaka.

Organizations brand strategist Kelly O'Keefe shows how enlightened associations are evolving to respond to changing markets and new opportunities. The

**VSAC**  
**Annual Conference**  
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 About Your Association Career  
**May 4-6, 2014**  
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interactive session will take a high level view of the changing forces affecting brands.



**Closing Session: Grow Your Association – The Tools, Tips, Tricks & Traps** – Kordell

Norton, Revenue Mechanic, CSP. If you want to drive up recruiting, improve retention, increase volunteerism, develop leadership succession, laugh and be entertained, make your program sizzle with creative methods to add zing, pizzazz and zip for over the top word of mouth advertising, or walk away with tons and tons of real world ideas to grow your association and improve your marketing, then don't miss this session.

Registration for the conference includes all of that plus all meals on Monday, opening and closing receptions, and endless networking opportunities. REGISTER TODAY at [www.vsaec.org/annual](http://www.vsaec.org/annual).



## Members' Perceptions of Dues and Membership Value: The Effects of Dues Reimbursement

It is well documented in consumer behavior literature that individuals are less price sensitive when their expenditures are reimbursed. It is human nature to be more willing to upgrade air fare, stay at nicer hotels, rent a larger car, and dine at finer restaurants when business travel expenses are reimbursed than when leisure travel expenses are not reimbursed.

Association executives are well aware that some of their members have their dues reimbursed by their employer, while other members must shoulder the entire cost of membership personally. If members, as consumers, are less price sensitive for other purchases that are reimbursed, what implications does this have for membership associations?

What percentage of members have their dues reimbursed, and do these members have different perceptions and attitudes about the cost of their dues and the value they get from their membership?

How does this affect their willingness to renew their membership, their willingness to recommend the association to others, and their overall loyalty to the organization?

In previous studies with association clients, we found that members whose dues are reimbursed are less able to recall the actual amount of their association dues. Other academic studies have concluded that individuals who are not able to recall the price of a recent purchase are less price sensitive. Does it then follow that members whose dues are reimbursed are less price sensitive?

To answer these and other questions, we examined data collected over a two year period in which more than 12,000 respondents from 9 professional membership associations participated. The purpose of this study was to go beyond previous studies, to determine if the perceptions and attitudes that reimbursed members have about their association are different from non-reimbursed members. If

there are differences, what are the implications for associations?

In the current study, the percentage of respondents who are reimbursed for their membership dues ranged from a low of 21% for one association to a high of 70% for another. The average percentage of members who receive dues reimbursement among participating associations was 49%.

Consistent with previous research, we found that members whose dues are reimbursed rated their membership dues more positively than members who are financially responsible for their dues.

As the table below illustrates, 67% of respondents whose dues are reimbursed rated their dues as low, somewhat low, or just right, compared to 53% of individuals whose dues are not reimbursed, even though the actual cost of their dues was the same for both groups for any given association.

*(Continued on page 5)*

### ABOUT THE AUTHOR:



**Larry J. Seibert, Ph.D.** is the founder and CEO of Association Metrics, a research and consulting firm that provides strategic planning research for member associations. Larry can be reached at 317-840-2303 and [larry@associationmetrics.com](mailto:larry@associationmetrics.com).

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### Health Care Corner: Tip by Monty Dise

The affordable care act "ACA" requires all health carriers to pay certain taxes and fees to the federal government. These fees are included in the premiums employers pay and they are the "ACA Insurer Fee", the "ACA Reinsurance Fee", and the "ACA Exchange Fee". Another ACA Trickle-Down Effect.



**Questions? Contact:**  
**Monty Dise, President**  
Asset Protection Group, Inc.  
[mdise@apgroupinc.com](mailto:mdise@apgroupinc.com)  
804-423-7700

## ...The Effects of Dues Reimbursement *(continued)*

	With Reimbursement	No Reimbursement
Dues (Low, somewhat low, and just right ratings)	67%	53%
Membership value (Excellent and very good ratings)	54%	45%
Member benefits (Excellent and very good ratings)	51%	43%
Loyal (Based on three question index)	51%	43%
Likely to renew membership (Extremely, very)	93%	88%
Likely to recommend membership (Extremely, very)	85%	85%

*(Continued from page 4)*  
 Additionally, the perceived value of the association's membership, and the perceived quality of member benefits, also received a significantly higher percentage of top 2 ratings from reimbursed members.

Using a three question index to calculate member loyalty, we found that a higher percentage of reimbursed members are classified as loyal to their association.

While examining behavioral intentions, we found that a higher percentage of reimbursed members indicated that they are extremely likely or very likely to renew their membership. However, we found no difference between

the two groups in their likelihood to recommend the association membership to others.

In spite of the higher ratings given by reimbursed members, there is one caveat. Even though 93% of reimbursed members indicated that they are extremely likely or very likely to renew their membership, that percentage drops to only 44% when asked "how likely would you be to renew your membership if your dues were no longer reimbursed?"

What are the implications of this study for professional membership associations?

1. Associations with a high percentage of reimbursed members might find a

dues increase an "easier sell" among its members than associations with a low percentage of reimbursed members.

2. If reimbursement reduces the price sensitivity of dues, would this also hold true for the perceived cost and associated value of continuing education, the annual conference, and other producers of non-dues revenue?
3. Associations with a higher percentage of reimbursed members might have a more difficult time retaining members if an economic downturn forces companies to reconsider offering professional dues reimbursement as an

employee benefit.

4. With the apparent benefits of dues reimbursement, there may be justification for an association to encourage its members, who personally pay their dues, to inquire about dues reimbursement from their employer.

The results of this study put an end to the speculation of how dues reimbursement affects members' perceptions of the association's dues and the value of their membership. Consistent with other price sensitivity research, members' perceptions of the cost and value associated membership are enhanced among association members whose dues are reimbursed.



### Virginia General Assembly

The 2014 Regular Session ended Saturday, March 8. The Governor called a special session to begin March 24. Reconvened Session will be held April 23. Prefiling for the 2015 Regular Session begins July 21, 2014.

Locate your local representatives or find help with legislative research at one of these resourceful websites:

<http://virginiageneralassembly.gov>  
<http://dls.state.va.us/>



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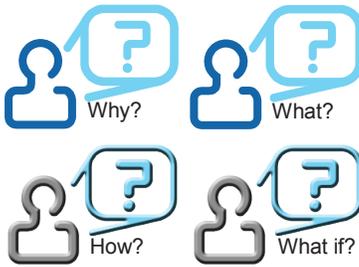
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## Powerful Presentations: 4 Easy Steps to Making Interesting Presentations

Why is it that some speakers captivate an audience from the very start of their presentation while other speakers don't?

Great presenters have structure to their presentations and a consistent format they use to ensure fabulous presentations every time they speak to a group. Great presenters understand that individuals within the audience have different learning styles and they know how to grab the attention of each.

Based on the work of David Kolb and Bernice McCarthy, the 4-Mat System is one of the most widely used learning and teaching systems today. The 4-Mat system is an easy and practical way to prepare presentations. Based on this system, there are 4 basic learning styles: "why", "what", "how" and "what if".

Why learners need to have their why questions answered before they will be interested in hearing about the "what", "how" or "what if". They need

reasons and relevance. As a presenter, you need to answer the question: "Why" is this topic important to the audience. They learn best by listening and sharing. The more reasons you can offer to answer the question "why" or "why not", the more likely you will capture the interest of the "why" learner/participant who will represent the largest portion of your audience at about 35%. I once observed a presenter who went right into the "what" of his presentation skipping the "why" only to have "why" questions popping up throughout his presentation, slowing down the flow and confusing the heck out of the audience.

What learners are more patient than why learners so they will patiently wait to have why questions addressed. They will be interested in "what" the topic is all about. They will want to know the specifics about the topic. They will want to know as much information as you can provide on the topic to deepen their understanding. So it is

important you fill up their "what" before you move to addressing the how. These learners learn by thinking through ideas. About 22% of your audience will be "what" learners.

How learners will patiently wait for the why and what information to be provided. They are interested in "how" it works. They want to know about how to apply the information. They will be interested in trying it out, experimenting or practicing and learn best by testing theories in ways that make sense. About 18% of your audience will be "how" learners.

What if learners, the most patient of learners, will sit through the why, what and the how and they will be most interested in the application of the material. What would happen if? What if I did this? They will look for the hidden possibilities. They will patiently sit through the presentation and then have a list of questions to ask during the  
*(Continued on page 7)*

### ABOUT THE AUTHOR:



**Linda Cattelan, MBA, MNLP, CPCC, is a Professional & Life Coach, Certified Trainer &**

**Master Practitioner of NLP and a Contributing Author of The Power of Women United an inspirational book on networking. If you are interested in learning more about closing the gap between where you are now and where you want to be in any area of your life, join her mailing list at [www.resultscatalyst.ca/?page=newsletter](http://www.resultscatalyst.ca/?page=newsletter). Please contact Linda at [info@resultscatalyst.ca](mailto:info@resultscatalyst.ca).**



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## FEBRUARY MEETING EVALUATION SURVEY PRIZE WINNER

### Congratulations to Sarah Gouger,

Executive Director of The Builders' Exchange Association of Virginia, who was the February Meeting Evaluation Prize Winner.

Her prize is a dinner for two from the Hilton Garden Inn Richmond Downtown.

*Don't miss out!  
Submit your evaluation when received by email.*

# Are You Waiting to Get Lucky?

My experience indicates that successful people don't wait for luck. They design luck through careful preparation, dogged persistence, and an eye on opportunity. It has often been said that fate helps those who help themselves.

The best way to predict success in any endeavor is to design it. Here are **five tips** to help you design your own personal luck.

- 1. Know what you want.**  
Stop... sit down and write out your own personal mission statement. Then, design goals to be accomplished to fulfill your mission. (Break down each goal into time frames - yearly, monthly, weekly and daily.) Every little action will bring you closer to being the best you can

be. Remember you are what you are - good or bad - as a result of time and practice that turned into habit. Being successful requires use of personally focused energy. Get with it!

- 2. Make your presence known.** Everyone you meet is a potentially valuable source to help you accomplish your personal mission. Network and collect business cards of those to follow up with at a later time. Offer to help others meet their goals and be ready for them to help you meet yours.
- 3. You can't stop adversity - expect it!** When it hits, double your efforts to achieve your goals. Reflect on the last time adversity struck and remember, "this too will pass". Depression

and negativity will get results but they will be the wrong results.

- 4. Work smarter.** Soak up information. Knowledge is the source to greater self-confidence. Plan each day to read some material pertaining to your career or personal development.
- 5. Expect the best.** Invest in motivational materials. Train yourself to think for the best. Learn to manage your moods and show a positive attitude to those around you. Smile - an attitude of gratitude will work wonders.

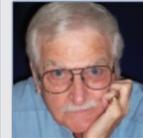
Remember, true winners never expect luck they design it. They don't need horseshoes, four leaf clovers or a rabbit's foot - they make their own luck.

Start designing more luck in your life. Take more control of your life. Go back to tip #1 and begin the process of "**being a better YOU**".

Just do it!



### ABOUT THE AUTHOR:



**Jim Wilson** is Chief Energizing Officer, Personal Development & Business Coach, and Motivational Speaker at *Wilson Motivational*. Contact Jim at [jimwilson@wilsonmotivational.com](mailto:jimwilson@wilsonmotivational.com).

## Powerful Presentations: 4 Easy Steps... (continued)

question and answer period. They learn best through trial and error. They will represent about 25% of the audience.

Here are the 4 easy steps to ensure consistently interesting presentations:

1. Start your presentation with a thorough list of reasons why your topic is of importance. Use wording like: "Here is why you want to know about this topic." Share with your audience all the benefits of knowing about the topic to gain their interest and keep them interested in learning more.
2. Then tell the audience what your topic is all about. Here is where you get to share everything you know about the topic. Use wording like: "Here's what the topic is all about" or "Here's what you need to know about this topic".
3. Then tell the audience how to. This might include

describing steps of a process, providing a demonstration, doing a group activity or exercise so that they get to experience the

presentation content. "Here's how to do x".

4. Lastly, you should include a question and answer period at the end of your

presentation so that what if questions can be fully answered.

Be the speaker that captivates his/her audience from now on.

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## The Dollars and Sense of Conference Mobile Apps: Cut printing costs and increase sponsor revenue.

We all know it. You only have to look around to see everyone on mobile phones. According to the American think tank organization, the Pew Research Center, more than 90% of American adults own a cell phone and half of them download apps.

In fact, the number of app users is growing at a rate 15 times that of stationary Internet users, asserts mobile market research analyst firm, research2guidance.

It just makes sense to go where the people are. Mobile apps can offer better performance than websites, especially when they are “native” or written in the language of specific devices. With native apps, there are no compatibility issues and their offline capability allows users to access content and functionality without network or wireless connection.

Mobile apps make sense for organizations that want to stake out a place on their constituents’ devices for an event or for a much longer period of time.

### Native mobile event apps can:

- ⇒ Save printing costs of \$3,000-\$30,000+ (and that’s before shipping costs and reprints!)
- ⇒ Save Wi-Fi costs by avoiding the premium service mobile URL web apps require
- ⇒ Earn revenue from sponsorship with images, messages, gamification and more.

Using a mobile app for a conference, meeting or other event can actually save money. Gone are the days of attendees carrying around notebooks full of papers with agendas, maps and exhibitor information. Gone, too, are the high printing costs. Conference planners can spend thousands on event programs. Three-ring binders with 100 pages can run you more than \$30,000 for 1000 copies. And that’s before paying to have them shipped to your conference site. Even using online printing

companies for just 40 pages can run you more than \$3,000 for 1000 copies.

With native apps, there’s little need to pay extra for premium Wi-Fi service because attendees aren’t being sent to the website where each click makes a call to the server for the next page.

Digital feedback and survey tools in mobile apps allow you to save time as well as money because there’s no more data entry of survey results.

Mobile apps can also generate revenue for an organization. Look for apps with strong sponsorship opportunities, such as:

- Prominent placement on the home page of the app
- Sponsor logos and images
- Messaging opportunities
- Clickable banner advertising on key agenda sessions
- Ability to display by level
- Linking of sponsor brochures or presentations inside the app
- Gaming opportunities that drive attendees to sponsors and exhibitor booths
- One on one meetings capability
- Direct sponsor and attendee interaction

Consider user experience, performance and sponsor opportunities when deciding how to make the most of your information technology dollars.

### ABOUT THE AUTHORS:

**Angie Sloan** works at Gather Digital, leading provider of conference apps - native, downloadable, offline-capable iPhone, iPad, Android and mobile web apps. Contact her at [angie@gatherdigital.com](mailto:angie@gatherdigital.com).

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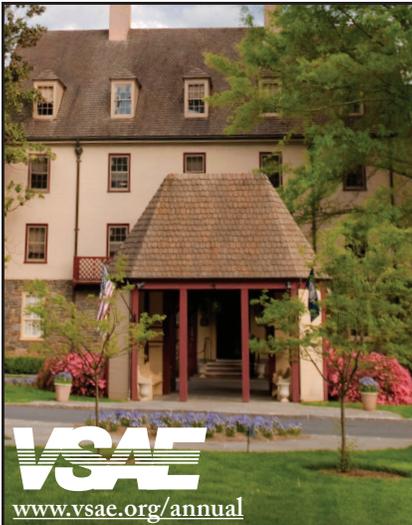



### Check Out the IRS Website

During this tax season, take advantage of the IRS website: [www.irs.gov](http://www.irs.gov).

Go to **Charities & Nonprofits**, then **Other Nonprofits** tab, for information for trade and professional associations.

# Emerging Association Professionals (EAP) Call to Action



[www.vsae.org/annual](http://www.vsae.org/annual)

## The Path Forward for Emerging Association Professionals

A Panel Discussion featuring:



Debra BenAvram, CAE  
Chief Executive Officer  
American Society for  
Parental & Enteral Nutrition  
(A.S.P.E.N.)



Bob Bradshaw, MAM  
President & CEO  
Independent Insurance  
Agents of Virginia, Inc.



Katie Frazier  
President  
Virginia Agribusiness  
Council

*This is one of four fantastic Breakout Sessions being held at VSAE's Annual Conference. Don't miss it!*

more active in the association executive community; and encouraging the professional development of association executives through networking and marketing opportunities.

The group will also support educational content for emerging association professionals. In fact, this year's Annual Conference will feature a breakout session specifically aimed at association professionals with aspirations to become chief staff executives. The panel includes three chief staff executives who will discuss insights on their path to the lead position within their organization. You can read more about that session below.

Members of VSAE's EAP SIG must be association executives or staff members 40 years of age or younger OR with less than five years of experience in the industry. The taskforce is split into three subgroups to focus on professional development, networking and marketing.

If you are interested in joining this group to become more involved with the VSAE and your peers in the industry, please email Courtney Fleming at [cfleming@vabankers.org](mailto:cfleming@vabankers.org) or Brandon Robinson at [brandon@vsae.org](mailto:brandon@vsae.org).

## Don't Be Cavalier About Your Association Career

## Annual Conference May 4-6, 2014

The Boar's Head | Charlottesville, VA

In July 2011, the Virginia Society of Association Executives (VSAE) engaged Alan Newman Research (ANR) to conduct a quantitative research survey among VSAE Executive Members and Prospective Members to analyze things like the importance of VSAE membership benefits and services, the perception of VSAE's performance with its membership benefits and services, members' overall

involvement and participation in VSAE-sponsored activities, evaluation of the value of a VSAE membership and suggestions for increasing this value, and more.

A significant finding from the research was the desire for the VSAE to have a young professionals group to encourage increased member interaction among a younger demographic and to attract new membership.

This group was formed in 2012 and is called the **Emerging Association Professionals Special Interest Group (EAP SIG)**. The mission of the EAP SIG is to support and advocate for the next generation of association executives in Virginia by striving to engage more young professionals to join VSAE; facilitating an environment where younger association executives can be

### UPCOMING SIG MEETINGS

*Shared Interest Groups (SIGs) are a great way to network with your peers! You're invited to join us at the following SIG meetings:*

**Deputy Directors**  
**March 20 - 8:30-10:00 a.m.**  
IIAV offices

**Attendance is FREE for VSAE members.** For more information and to register, go to [vsae.org](http://vsae.org) and click on Online Registrations under the Events & Education tab.

# SAVE THE DATE

## MAY 3-5, 2015



Wyndham is the Proud Host of the 2015 VSAE Annual Conference.



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# WELCOME NEW MEMBERS

## EXECUTIVE

**Eddy Aliff**

Virginia Assembly of  
Independent Baptists  
*Mechanicsville*

**Pamela J. Tolson, CAE**

American Association of  
Public Health Dentistry  
*Colonial Beach*

## ASSOCIATE

**Ben Comer**

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*Chapel Hill, NC*

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Crowne Plaza Hampton Marina  
*Hampton*

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*Salem*

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Sheraton Roanoke Hotel &  
Conference Center  
*Roanoke*

**Jodie Munn**

Westin Richmond Hotel  
*Richmond*

**Michael Scatoloni**

Holiday Inn Virginia Beach -  
Norfolk Hotel & Conf. Center  
*Virginia Beach*

# What is Your Story?

Where and how have you found success?

VSAE's greatest asset are its members, and learning from each other can be informative, engaging, and encouraging, all at the same time. The new event you added to your association's calendar, the new membership model you just implemented, or that transition to a new AMS that had you pulling your hair out probably are all stories that your fellow executives would benefit from hearing. So, why not write an article in the Association Press newsletter and share what you learned.

Guidelines for writing for the newsletter are simple:

- Write from your own experience
- Include practical, how-to information and examples
- Articles should not exceed 1,500 words.

- Don't make it a commercial. The newsletter is intended to educate, not to promote specific services.
- Make it original. Use your own voice and experiences. If you cite the ideas and/or published content of others, be sure to attribute it appropriately.

Or is there another association industry topic about which you are passionate? Let us know. This month's newsletter contains an article from a VSAE board member with a passion for our emerging association professionals. What's your passion?

If you have a story you would like to tell or an article you would like to share with VSAE, please call Brandon at 804-249-2234 or write him at [brandon@vsae.org](mailto:brandon@vsae.org).

# THANK YOU TO OUR 2014 PARTNERS:

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[www.asaeannualmeeting.org](http://www.asaeannualmeeting.org).

## PARTNER HIGHLIGHT: Colonial Williamsburg Hotels Three Unique Meeting and Conference Spaces - One Collection of Amenities

Meetings are held to accomplish specified goals; and the choice of the venue or facility is vital in achieving these goals. The Williamsburg Inn, Williamsburg Lodge and the Woodlands Hotel and Suites – collectively the Colonial Williamsburg Hotels – are a great combination of conference and meeting hotels, set in a quaint small-town village atmosphere, where everything is located within a two-block stroll. Those who may not have visited since a fourth-grade field trip will notice a very different Colonial Williamsburg experience from the days of their youth.

It's a resort – two 18-hole and one nine-hole golf courses, one 20,000-square-foot spa and fitness center, four pools (one indoor), eight tennis courts, 50 unique and diverse shops and 20 dining choices from casual to gourmet. It's a retreat – Providence Hall and adjacent guesthouses are located in secluded privacy. It's a high-end-level meeting spot – the elegant Williamsburg Inn. It's a large annual meeting location – the Williamsburg Lodge and conference center. Colonial Williamsburg Hotels provide a single solution for today's complex meeting demands – all located in a charming village atmosphere.

Although the word "colonial" is part of the name, the location and its amenities are strictly 21st-century. Every detail today's meeting attendees expect is planned and executed by Colonial Williamsburg hotel staff. A team of conference concierge personnel are on the floor, ensuring a perfectly executed meeting while communicating last-minute details to appropriate staff in "now" time. The layout of the Lodge conference center (the largest



### *Colonial Williamsburg Hotels*

of the three) allows ease of movement between sessions and provides ample opportunity for networking – in cozy alcoves, outdoor patios and spacious corridors filled with natural light.

A few steps from each hotel is the Revolutionary City, the setting that makes Colonial Williamsburg Hotels so special, the restored town whose residents played a key role in the founding of a great nation.

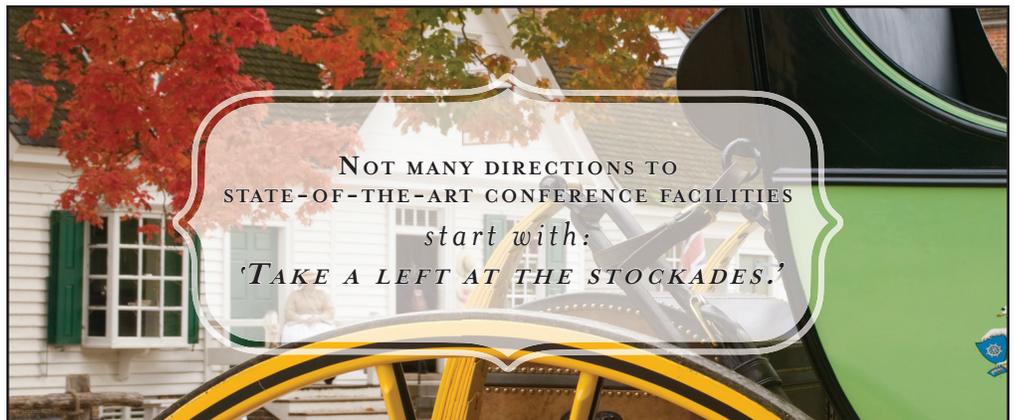
Williamsburg is centrally located off interstate 64 between Richmond and Norfolk. A private air field is located minutes from the hotels, and Amtrak's station is located a few blocks from each hotel's front door, for those traveling from northern Virginia or the western part of the state.

Centralized sales teams assist with booking any of the three hotels. Many contracts include sleeping rooms blocked in

each of the hotels, taking full advantage of the price variety for the attendees and staff. The Inn and Lodge are located across the street from one another, and the Woodlands is a short drive on the Colonial Parkway via car or CW's complimentary shuttle departing the Visitor Center with a stop at the entrance to the Lodge conference center.

Conference planners can expect a "yes" attitude from each and every Colonial Williamsburg Hotels staff member. But, they may also notice the word "no" - no resort fees, no F&B minimums in the contract, and no charge for Wi-Fi.

For more information about planning a revolutionary meeting in the place that inspired the biggest idea of them all - America - visit [www.colonialwilliamsburg.com/plan/groups/meetings-andconferences/meetings-offer](http://www.colonialwilliamsburg.com/plan/groups/meetings-andconferences/meetings-offer).



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# VSAE.ORG



## AROUND THE COMMONWEALTH



### COLONIAL WILLIAMSBURG AWARDED HONORS

Tom Spong, Director of Sales, announces that **Colonial Williamsburg Hotels** has recently received several honors: Their Golden Horseshoe Gold Course was awarded the prestigious *Golf Magazine* Premier Resort Gold Medal for 2014-2015. *Forbes Travel Guide* announced that the Williamsburg Inn, the Williamsburg Lodge and the Spa of Colonial Williamsburg have received the four-star designation - The Spa is the only spa in Virginia to be recognized. The *Virginia Chefs Association* named the Williamsburg Inn's executive chef Travis Brust its 2014 Chef of the Year.

### CRADDOCK TERRY HOTEL JOINS SOUTHERN LIVING HOTEL COLLECTION

Kim Cox, Director of Sales, announces **The Craddock Terry Hotel & Event Center** has accepted the invitation to join the *Southern Living* Hotel Collection ([www.SouthernLivingHotelCollection.com](http://www.SouthernLivingHotelCollection.com)). Chosen by the editors at *Southern Living* and by invitation only the Collection is a prestigious group of extraordinary properties which meet the criteria of memorable experiences, impeccable service, outstanding cuisine, and the finest amenities.

### NORMAN ANNOUNCES EXPANSION

**David Norman**, Executive Director of the National Golf Course Owners Association's (NGCOA) regional chapter as well as the Virginia Golf Course Superintendents Association (VGCSA), announces that the

NGCOA is expanding their Virginia chapter to also cover Maryland and Washington, D.C. clubs. The new chapter will be called NGCOA Mid-Atlantic, and David Norman remains its Executive Director.

### TOALSON RECEIVES CAE DESIGNATION

**Craig Toalson, CAE**, Chief Executive Officer at the Home Building Association of Richmond, was awarded his CAE designation by ASAE in January 2014. The CAE is the highest professional credential in the association industry. Less than five percent of all association professionals have earned the CAE.

### VSAE MEMBERS NAMED BEST PLACES TO WORK IN VIRGINIA

The **Virginia Society of CPAs** and the **Wyndham Virginia Crossings Hotel & Conference Center** were recently named two of the Best Places to Work in Virginia for 2014 by the Virginia Business Magazine.

### WESTFIELDS MARRIOTT COMPLETES RENOVATIONS

Leslie Atwood, Destination Sales Executive at the **Westfields Marriott**, is pleased to announce the complete renovation of the Westfields lobby, Wellington's restaurant, health club and Fairfax dining room. Westfields is a classically elegant four star hotel with a contemporary appeal, offering the luxury of Washington, DC with the charm and value of Northern Virginia.

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For more information or to reserve your advertising space, go to our website at [www.vsaе.org](http://www.vsaе.org) under the Partners & Sponsors tab and click on the 2014 Partner Program - Sign Up Form.

Questions? Contact Tracie Grady at 804-747-4971 x5 or [tracie@vsaе.org](mailto:tracie@vsaе.org).



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