

## NEXT EVENT

### Educational Symposium & Expo

**October 2, 2014**

The Greater Richmond  
Convention Center  
Richmond, VA

#### Schedule

##### **Wednesday, October 1**

**5:30 - 7:00 p.m.**

Networking Reception  
Richmond Marriott Downtown

##### **Thursday, October 2**

**8:30 - 9:45 a.m.**

*Keynote: Contented Cows Give  
Better Milk - Richard Hadden, CSP*

**10:00 - 11:30 a.m.**

Morning Educational Sessions

**11:45 a.m. - 1:45 p.m.**

Expo Hall Open  
*A Taste of Local Flavor*

**2:00 - 3:30 p.m.**

Afternoon Educational Sessions

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

## UPCOMING EVENTS

### Monthly Meeting - Breakfast **November 6, 2014**

*Hilton Richmond Hotel & Spa at  
Short Pump*

### Holiday Luncheon & Silent Auction

**December 5, 2014**

*Richmond Downtown Marriott*

## CHANGE YOUR TUNE

Do you ever lay awake at night wondering:

- Why don't people do what they commit to doing?
- Why are people getting so caught up in personal squabbles and cliques that they don't get down to business?
- What can I do about board members who seem to think they can walk over me?
- Why does there have to be so much drama?
- Where's the group commitment to drive this organization forward?

If you've had any of the above thoughts, you're not alone. Whether serving on a board of directors, working with a client, or running an association, you are bound to run into people who are difficult to deal with or who rub you the wrong way. The faster you learn to make the most of those relationships by challenging yourself, the greater the benefits.

I learned this lesson years ago while serving on a board. Maybe you can identify with me when I tell you about Milton.

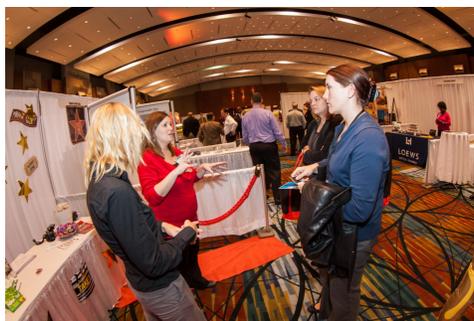
My dislike for Milton was relentless. I couldn't find a single redeeming quality in him. He seemed caught in a permanent sneer and the high-pitched whine of his voice made my teeth ache. Even his breath offended. He never met a clove of garlic he didn't like.

I found everything about Milton offensive, and he knew it. Thus, he became more of everything I resented. Seven years of serving on the same board of directors, putting up with his fanatical attention to detail, his opposition to anything I suggested and his argumentative disposition tested my character to the breaking point. Finally, the time came when something had to change.

It was my year to be president of the organization, and I needed Milton's

*(Continued on page 9)*

## EDUCATIONAL SYMPOSIUM & EXPO



The 2014 Educational Symposium & Expo is just a few short weeks away. If you have not registered to attend, be sure to do so before the price goes up again. Advanced registration ends on Friday, September 19<sup>th</sup>. VSAE continues to work hard delivering high quality educational

content in addition to networking opportunities. This year's Expo is no different.

The event begins with a networking reception for attendees, sponsors and exhibitors on Wednesday, October 1<sup>st</sup> from 5:30 – 7:00 p.m. at the Richmond Marriott Downtown. The Expo begins at 8:30 a.m. the next morning with a keynote presentation and breakfast. After the opening keynote, attendees have the opportunity to attend one of four different breakout sessions on a variety of topics. Turn to pages 4 and 5 of this newsletter to read more about the keynote presentation and each of the breakout sessions.

*(Continued on page 4)*

## RELY ON ASSOCIATION CHECKLISTS

### ABOUT THE AUTHOR



**Bob C. Harris, CAE**, is chairman of the Nonprofit Resource Center in Tallahassee, Florida. He provides governance resources on his website at

[www.nonprofitcenter.com](http://www.nonprofitcenter.com).

For more information write him at [bob@rchcae.com](mailto:bob@rchcae.com).

I attended a conference where the staff seemed in chaos. Asking, "What's wrong," they explained they had forgotten the name badges and the room signage.

When the Executive Director returned to the office he started making a checklist. He was determined not to let mistakes ruin the next event.

### The Power of Checklists

Checklists detail the best ways to accomplish projects. Airline pilots rely on them from preflight to landing the plane. Health care professionals use them to make certain they consider every option, especially in life saving situations. Where one omission can cause disaster, a listing of tasks, steps, best practices and protocols is essential.

Checklists promote excellence. Skipping a step might lead to another occurrence where the name badges or signs are forgotten. With a list, when steps are

completed there is a feeling of accomplishment and readiness.

### Benefit for Staff

For staff, some projects may seem overwhelming. To achieve the results, the adage, "when eating an elephant, take one bite at a time," promotes breaking big jobs into small tasks.

A checklist facilitates a team approach to working toward desired outcomes. Any level of staff can help advance items on the list. The list itself increases understanding, for instance showing employees why steps must be completed in sequential order.



Other benefits of a checklist.

- Nothing is overlooked or forgotten.
- Steps are completed in proper order.
- Any member of the staff can step in to help.
- Complex processes are transformed to smaller tasks.

- Continuous improvements occur as better practices are implemented.
- The speed to completion is enhanced.
- Consistent sustainability is promoted by leaving a list for future employees to follow.

### Create a Checklist

Start by identifying the desired project or outcome. In an association or chamber it could be a conference, newsletter, board meeting or nominations process.

To create a checklist, consider "reverse engineering." Knowing the desired outcome, think backwards, from the start - to create the tasks and timeline.

Reverse engineering is the process of taking apart a project to see how it works or was created, in order to duplicate it.

1. Identify the processes that are components of the desired result.
2. Don't micromanage the list; detailing every task will turn off creative processes of staff.
3. Develop the lists as a team, seeking input from departments and individuals to have a comprehensive approach.
4. Enumerate tasks or use boxes that can be checked off upon completion.
5. Leave space to make notes about ways to improve - or problem areas.
6. Include the vendor and contact names, phone and email to save time the next time the program is implemented.

Keep the lists accessible by adding them to a procedures manual or on a shared computer drive.

## HEALTH CARE CORNER

The 2015 Health Benefit Exchange Marketplace "Open Enrollment" period begins **November 15, 2014 and ends on February 15, 2015** with coverage effective dates starting January 1, 2015. The penalty fees for certain individuals who do not maintain qualified health insurance coverage for 2015 has increased to 2% of your income, or \$325.00 per adult and \$162.50 per child, whichever is more.



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

## SILENT AUCTION SEEKING DONATIONS

Planning has begun for VSAE's Holiday Luncheon & Silent Auction, a much anticipated event that drums up excitement during the holiday season. Come celebrate the holiday spirit with VSAE at one of our best attended events of the year.

### The 2014 Holiday Luncheon & Silent Auction

Richmond Marriott Downtown  
Friday, December 5

When you donate an item to the silent auction, you are supporting VSAE in so many ways.

- A portion of the auction proceeds are donated to Jill's Blankets, the charity chosen for this year by the Community Service Committee. Jill's Blankets is an organization started by Mike Ward, a VSAE member, in honor of his wife. Volunteers provide

lap blankets to cancer patients to use during treatment.

- Your company gains great exposure to more than 400 VSAE members.
- Your contribution guarantees VSAE's continued ability to offer fairly priced educational programming to the association community.

Tangible donations can be items such as gift baskets, paintings and flower arrangements, gift certificates are welcome. The Silent Auction Task Force is also accepting cash contributions for the creation of an auction fund that will provide for the purchase of additional auction items for the auction. Executive members are encouraged to donate as well.

The estimated retail value of donations must be at least of \$50. All travel prizes

should be valid for one year (until 12/5/15) with any blackout dates clearly noted.

A "display page" (rather than a rack brochure) will be placed on the table with the bidding sheet. Create your own in 4-color 8.5" x 11" portrait layout in Word format using the template/example located with the donation form on the website; or just email us your description, a high quality color photo and/or your logo. Be sure to include your completed donation form. (Or email us the information.)

The silent auction donation form with a template/example of the display page can be found online at [www.vsaе.org/silentauction](http://www.vsaе.org/silentauction)

If you have any questions about the Silent Auction please call Tracie Grady at 804-249-2244 or write her at [tracie@vsaе.org](mailto:tracie@vsaе.org).

## 2015 PARTNER PROGRAM

VSAE's Partners add considerable value to the Association by providing critical support of many of VSAE's programs, events and communications. They have made a commitment to VSAE and its members that enables VSAE to continue providing the high quality networking and education members have come to expect. The *Association Press* newsletter, eNEWS, Annual Conference and the Educational Symposium & Expo would not

be possible without the support of VSAE's Partners.

VSAE's Partner Program combines advertising and sponsorship into a completely customizable package that provides valuable resources to VSAE and returns value added benefits to Partners as well. These benefits include special invitations to host Partner/Executive Events, special recognition in VSAE

publications, special recognition at VSAE events and more opportunities to reach VSAE's Executive members.

The 2015 Partner Program was released August 18<sup>th</sup>. If you are interested in becoming a Partner and helping support the Virginia association community call Brandon Robinson at 804-249-2234 or write him at [brandon@vsaе.org](mailto:brandon@vsaе.org). **Don't delay. A few items are already sold out.**

### UPCOMING SIG MEETINGS

#### Emerging Association Professionals

September 26, 2014

12:30 - 2:00 p.m.

VA Society of CPAs

#### Senior Staff

October 21, 2014

8:30 - 10:00 a.m.

VA Society of CPAs

#### Membership

November 12, 2014

8:30 - 10:00 a.m.

TBD

#### Emerging Association Professionals

December 4, 2014

5:00 - 7:00 p.m.

Strangeways Brewery

Register online at [www.vsaе.org](http://www.vsaе.org), click Online Calendar in the Events & Education Section.

EDUCATIONAL SYMPOSIUM & EXPO - *CONTINUED*

# EDUCATIONAL SYMPOSIUM & EXPO

## A Taste of the Future...Today.

Virginia's premier conference for association executives and professional meeting planners.



**THURSDAY, OCTOBER 2, 2014**

Greater Richmond Convention Center | Richmond, Va



[www.vsaе.org/EXPO](http://www.vsaе.org/EXPO)

### EXPO GRAND PRIZE

The **Expo Grand prize** is a six day/ five night stay in a deluxe room for two at Frenchman's Reef & Morning Star Marriott Beach Resort plus the following.

- Half day sail/snorkel for two
- Night kayak adventure for two
- \$100 Gift certificate for Havana Blue Restaurant
- \$100 Gift card to be used at the resort for Marriott Services.

### Keynote & Breakfast 8:30 - 9:45 a.m.



**Contented Cows Give Better Milk**  
*Richard Hadden, CSP - Co-author, Contented Cows Still Give Better Milk\*\**

**Fact:** Having a focused, engaged and capably led membership is one of the best things you can do for the effectiveness of your association. In this presentation, speaker and author Richard Hadden, CSP will

help relate the principles of employee engagement to member and volunteer engagement, what it is, why we want it and how to get it. Come and learn about the powerful connection between how we lead our members, volunteers and others, and the value they realize from our association in this practical, content-packed and entertaining presentation.

### Morning Educational Sessions 10:00 - 11:30 a.m.



**The Solution Room: Burning Issues Resolved**  
*Aaron Wolowiec - Event Garde LLC*

The Solution Room is an innovative framework for knowledge sharing that provides participants with a brief but powerful personal consulting session on an issue or a topic of their choosing. Participants can expect to walk away with a variety of ideas and resources that can be immediately applied to their greatest workplace or personal challenges, accountability partners and expanded professional networks.



**Strategic Planning Debunked: 5 Myths, 5 Facts, and 5 Places Where Magic is Involved**  
*Sarah Milston - The Spark Mill*

This session is for everyone who has ever

## EDUCATIONAL EXPO & SYMPOSIUM - *CONTINUED*

attended a terrible strategic planning session. Come learn how it could be done, how you can influence the process and tips and tricks to speed it along. Participants will walk away with some tangible handouts in their toolkit, great anecdotes with some research and foundational information, and strategies to back up their next plan. Whether you are leading a client through a plan, conducting the plan or just riding shotgun you will walk away with some useful nuggets.



### Engaging the Next Generation Today: A Fresh Look at Your Multigenerational Staff & Members *Shira Harrington – Purposeful Hire*

With three generations in our workforce, associates are facing increasing challenges engaging diverse multigenerational staff and members. With Baby Boomers retiring en masse, we now need to look at how we are recruiting and retaining the next generation. In this interactive session you will explore the following topics with your peers.

- How to handle an aging member population.
- Developing NextGen programs to engage younger members.
- Generational staff challenges relating to Baby Boomer retirement, succession planning, communication, employer loyalty, technology, performance management and work-life balance.

You will come away with strategies to help keep your association thriving into the next generation and beyond.

### Marketing your Meeting in Partnership with the Location

#### *A Panel Discussion*

Boost attendance and add value to your meeting or conference by partnering with the location on your marketing efforts. Hear practical examples that produced results from a local convention and visitors bureau, a Virginia resort, and an association executive.

### **Expo Hall Open**

**11:45 a.m. - 1:45 p.m.**

### A Taste of Local Flavor

Visit over 60 booths, with more than 75 vendors, at Virginia's premier trade show for association executives and meeting

planners, and experience the local flavors from all over Virginia and the entire Eastern Seaboard. Nowhere else can you access this many meeting hosts and other vendors to help make your next meeting the most successful ever. Event registration includes full access to the trade show floor, as well as lunch, and a chance to enter drawings for a wide variety of prizes.

### **Afternoon Educational Sessions**

**2:00 - 3:30 p.m.**

*Repeated from a.m. sessions.*

### The Solution Room: Burning Issues Resolved

*Aaron Wolowiec - Event Garde LLC*

### Strategic Planning Debunked: 5 Myths, 5 Facts, and 5 Places Where Magic is Involved

*Sarah Milston – The Spark Mill*

### Continue the Conversation: Contented Cows Give Better Milk

Keynote speaker Richard Hadden, CSP\*\* returns for a more in-depth discussion on having a focused, engaged and capably led membership based on the principles of employee engagement to member and volunteer engagement. This is a unique opportunity to delve deeper into the ideas presented during the Expo Keynote presentation. *Seats are limited for this exclusive presentation.*

**Register today at [www.vsaе.org/Expo](http://www.vsaе.org/Expo).**

**\*\*Speaker provided courtesy of Powell Kohne Associates , LLC.**

## 5 Reasons to ATTEND A TRADE SHOW

### NETWORK

65% of attendees use trade shows as a way to network with colleagues and vendors.



### SAVE MONEY

85% of attendees say trade shows save their company money by seeing several vendors in one place.



### COMPARE PRODUCTS

91% of attendees report trade shows are essential for comparing products.



### STAY COMPETITIVE

75% of attendees go to keep up on industry trends and issues so they stay ahead of the curve.



### GAIN PARTNERSHIPS

60% of attendees use trade shows to gain industry partnerships and relationships.



\* Statistics provided by the Center for Exposition Industry Research and <http://www.bizactions.com/the-intrinsic-yet-tangible-value-of-trade-shows-for-increased-sales/>

## SELLING ADVOCACY AS A MEMBERS-ONLY BENEFIT

### ABOUT THE AUTHOR



**Thomas Hardiman, CAE,**  
is Manager at  
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I just read Ed Rigsbee's column in the VSAE newsletter about member vs. industry value where Ed suggests that issue advocacy is not "sellable" and that it is "nonsense" to try to convince a person to pay money to join an organization to get what they are already getting.

I think it is Ed's column that is nonsense! My AMC runs two trade associations that are heavily regulated and heavily involved in government advocacy work. We have numerous members who state that our advocacy work is the main reason they joined and continue to support us. And our membership in both continues to grow, despite a weak construction market over the past five years.

I agree with Ed's basic concept that advocacy does benefit the entire industry and not just members, but would make these two points:

First, the IRS grants non-profit status to organizations whose work benefits a

"common business interest" and its activities "must be directed towards the improvement of business conditions." In other words, your organization must benefit all, not just members only. Now, to paraphrase a quote from the Godfather "Certainly we can present a bill for such services; after all, we are not Communists." And that's where I believe Ed missed the mark, which leads to my second point: You can promote advocacy as a member-only benefit depending on how you deliver and sell it.

If your organization identifies harmful legislation, rallies the troops to kill the bill, then sends out an announcement proclaiming your victory, then yes, I'd concur that your advocacy work benefited non-members and it would be difficult to entice membership under those circumstances. But what if you sent out an announcement to members and prospects saying you have identified a bill that would cause harm to the industry and wanted to have a meeting to discuss your industry's strategy on how to deal with the issue? You could then provide a link to the issue and the meeting information – surprise – on your members' only pages. You could also set up a meeting with the policy maker and ask for the industry's participation to help shape the regulations that govern their own businesses.

Maybe you only invite members. The meeting notes are distributed only to members. Your industry members would

have advance notice on issues that impact their business and thus have more time to prepare and react than non-members. You are selling a competitive advantage, you are selling them time and convenience and you are packaging useful information in a manner that is convenient and easy for your members to digest and understand. That's valuable! We frequently prepare annual government affairs reports and summaries and guess what? Only our members get them.

My organization is also not shy about asking non-members to chip in and share the actual costs of hiring outside lobbyists or consultants when needed. Maybe XYZ company doesn't want to join, and that's ok. But if presented with a real business threat or opportunity and a shared funding plan, they might consider chipping in. I can't tell you how many times a non-member has emailed about a specific meeting or call regarding an issue and asked if "they could just sit in on it." We typically tell them yes, it's free for members but non-members have to pay a registration fee. They complain but who cares – they're not members!

So the next time someone tells you that advocacy has no member value, ask them to read through a 100-page regulation and boil it down to a one page fact sheet for you!

### NEW EVENT OCTOBER 24<sup>TH</sup> NEW LOBBYIST ETHICS LAWS

On **October 24<sup>th</sup> from 8:30 - 10:00 a.m.**, VSAE will be holding a seminar on the new lobbyist disclosure and ethics laws that took effect on July 1<sup>st</sup>, as a result of House Bill 1211. Virginia Public Access Project (VPAP) Executive Director David Poole will give a presentation on the practical impact of the law including new definitions of gifts, increased frequency of disclosures and new agency oversight.

Registration is available on the VSAE website [www.vsaе.org](http://www.vsaе.org).

# HOW TO MAKE YOUR VOICEMAIL STAND OUT

## ABOUT THE AUTHOR



**Kordell Norton** works with organizations who want to increase their sales, improve marketing or grow their membership.

For more information visit [www.KordellNorton.com](http://www.KordellNorton.com).

It has been said that 80 percent of all conversations now occur with one person communicating with another, with some sort of technology acting as the go-between. **Voicemail!** That technology monster that buffers us from those who we can help.

Is there a formula for leaving voice mail? If I left you a voice mail on the value of quick drying paint, you probably are going to delete it in record time. Even if it is short and to the point.

But if I leave you a message on proven methods to make your vacation twice as fun, without additional expenses, you are probably going to listen to the message.

But regardless of the length, **you do need to script your voice mail message.** Otherwise you will blather on about stuff that means nothing to the client.

### 1 - Introduction

If you don't do this, they will automatically think you are hiding something and hit the



delete button so they can get on to the 12 other voicemails and the 50 emails that are sizzling.

- "Hi. This is \_\_\_\_\_ with \_\_\_\_\_."

### 2 - Use your "Stand Out" collected intelligence

Using gathered information from their web site, Annual Report, Google Alert, 10K, Pipl.com, LinkedIn Advanced Search, or by mentioning a referral person you personalize the message to connect.

- "I was looking on your web site and noticed \_\_\_\_\_."
- "I understand that you are pursuing a \_\_\_\_\_ direction and . . ."
- "It looks like you are dealing with \_\_\_\_\_ because of \_\_\_\_\_ in your industry."

**3 - Hint at your applicable "You-Cans", those benefits that might be of value to them.**

- "In working with other \_\_\_\_\_ like you, we found that \_\_\_\_\_ has helped them \_\_\_\_\_."
- "We specialize in \_\_\_\_\_ (area of expertise) for \_\_\_\_\_ and helping them deal with \_\_\_\_\_."
- "With other \_\_\_\_\_, we have helped them work on their \_\_\_\_\_ issues."

**4 - Suggest possible additional value that you could provide them with further conversations and/or questions**

- "We have been able to help other \_\_\_\_\_ grow their \_\_\_\_\_. If this is a good time for you, let's connect. I will call you next \_\_\_\_\_."

## FREE ONSITE MEETING HELP AVAILABLE

Students in Virginia Tech's Meetings and Conventions Management class are available to provide on-site assistance with your meeting, conference, convention, trade show or special event from September through November 2014. This is a required, graded laboratory assignment for the course. 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.

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# COMMUNITY SERVICE RECAP

The community service committee had a productive and fun summer!



FeedMore's Community Kitchen

On June 24<sup>th</sup>, 11 committee members volunteered at the FeedMore's Community Kitchen which provides meals for thousands of vulnerable children, seniors and homebound neighbors in Central Virginia. Our talented and hardworking team worked with culinary professionals in preparing and prepping items for future meals. We are fortunate to have many skilled individuals in our group that are talented in the kitchen.

July 16<sup>th</sup>, we danced and tapped our feet to the sounds of country music singer, Chris Young at his concert at Innsbrook After Hours. Once again, we showed our proficient skills with organization and our great personalities to all concert goers. We are masters in working a beer truck, selling "chits" for beverages, checking IDs

and issuing wristbands. Tips from the beer truck for this event are donated to the Alzheimer's Association in remembrance of Mr. B, husband of one of our members, Ms. Pat McKenzie. It was great work for a wonderful cause.

To conclude our summer work, on August 5<sup>th</sup>, 12 committee members helped kids from the local YMCA's Bright Beginnings Program prepare for school. We enjoyed a fun-filled shopping afternoon assisting students shop at Target for well-deserved

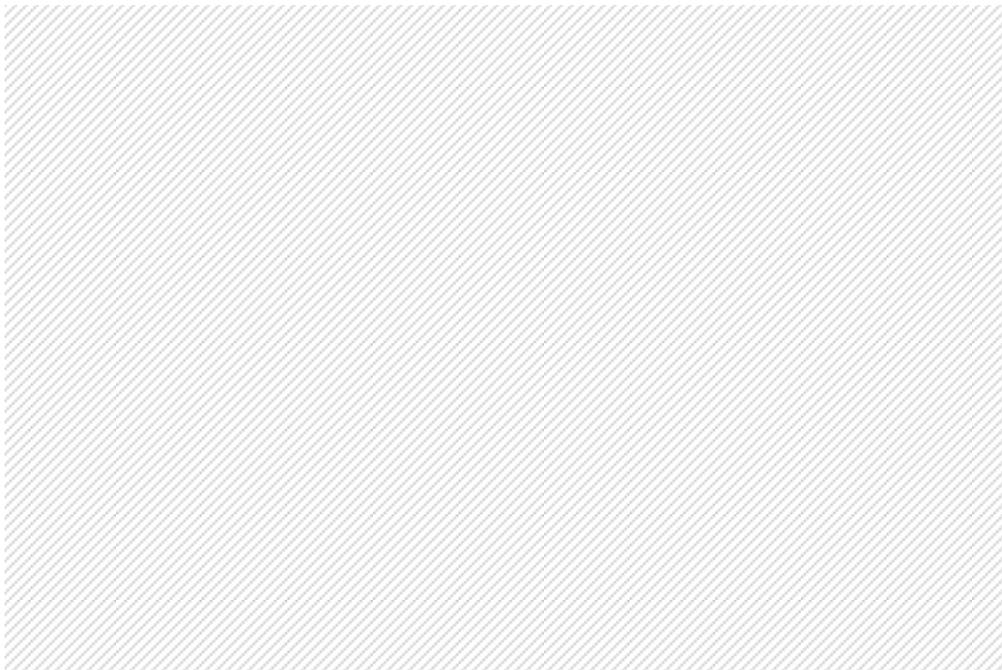
clothes and shoes. When they return to the YMCA they will also receive a backpack filled with supplies.

We welcome all members to sign up for future events, and join our committee in creating rewarding and memorable moments in helping others!

*Article written by Denise Creasman, VSAE Chair of the Community Service Committee and Director of Sales and Marketing at Fort Magruder Hotel and Conference Center.*



YMCA's Bright Beginnings Program



## MEMBERSHIP DIRECTORY 2014-2015



The 2014-2015 VSAE Membership Directory has been mailed! You should have received your Membership Directory with your August newsletter.

If you have found any errors, please call us at 804-747-4971 or write us at [info@vsae.org](mailto:info@vsae.org).

## CHANGE YOUR TUNE - *CONTINUED*

### ABOUT THE AUTHOR



**Mary Jane Mapes, CSP**, is a keynote speaker, author, seminar leader and an award winning leadership/communication strategist.

For more information, call her at (800) 851-2270 or write her at [maryjane@maryjanemapes.com](mailto:maryjane@maryjanemapes.com).

support to accomplish my goals. Aside from that, my conflict with Milton had created a conflict within myself. My feelings for Milton were in direct opposition to the person I believed myself to be: loving, gracious and generous with all people. It was Milton who had to change. But I knew his change had to begin with me.

Although it didn't feel fair that I should have to make the first move, down deep fairness wasn't the issue. Growth requires change. If I waited for Milton to make the first move, I knew I'd only be more and more frustrated when it didn't happen. I had to be the catalyst. You've heard of taking the bull by the horns? Well, I had to take the P.I.G. (Painfully Irritating Guy or Gal) by the tail.

As far as I was concerned, Milton's only redemptive trait was how lovingly he spoke of his grandchildren. To hear him tell it, they actually loved their grandfather. Unbelievable! He was influential with professional colleagues; his reputation as a college professor was positive. Many former students sought him out after they'd graduated. Incredible! My mission was to find in Milton some of what his children, grandchildren, colleagues and students found in him that was worthy of appreciation. It took all the imagination I could muster.

### Challenge Yourself

I began by challenging myself to assume the best. I started by giving him the benefit of the doubt. This was not easy. When tempted to question his motives, I'd consciously shift my thinking to assume something more positive and explore his ideas by asking open-ended

questions and listening to him. "What prompts you to say that, Milton? I'd like a better understanding of your thinking on the matter." Grudgingly, I was surprised to find that once I understood his rationale, it was easier to value his point of view.

Whenever he'd begin to dwell on the negative, I'd resist the temptation to tune him out, and instead, disciplined myself to respond with, "Milton, that doesn't sound like you; you usually find the best in a situation." His conversation would shift to more positive aspects of whatever was under discussion. If he actually said or did something I appreciated and wanted to see repeated, I'd say, "That's what I like about you, Milton. You..."

I learned not only to assume, but to acknowledge Milton's positive motives. For example, during a meeting at which he strongly opposed an idea I favored, my response was, "Milton, I know that your heart is in doing what's best for this organization. I'm wondering if you'd chair a committee to explore both sides of this issue and then come back and present a case for each?" He ran with the idea, and as a result, was able to

fairly assess both sides of the issue. The bluster in his voice was gone and in its place was the voice of reason as he calmly detailed the pros and cons.

If he criticized my idea, rather than react, I learned to say, "Thanks for your input, Milton. Tell me more." Once I offered no defense, no justification, the matter

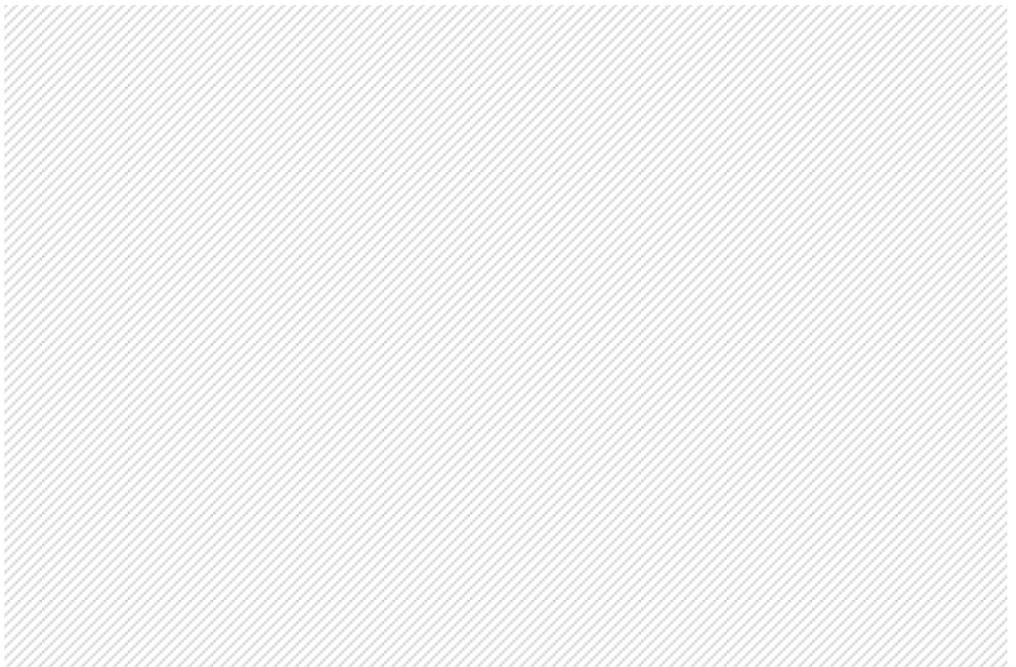
would be dropped almost immediately. Our relationship was maintained and both of us could walk away with our heads high.

Over the years, Milton and I continued to serve on the same boards and committees, but our relationship moved from

darkness into light. In place of disgust, there was trust. Instead of resistance, there was the desire to explore each other's viewpoint. Desire to do battle was replaced with genuine appreciation and concern for one another. I fully understood this when, in response to an email from me thanking him for the hard work he had done on behalf of our council, he wrote back a simple acknowledgment. It read: I love you too, Mary Jane.

Milton retired a couple of years ago. I miss him.

**"I was surprised to find that once I understood his rationale, it was easier to value his point of view."**



## WELCOME NEW MEMBERS

### Associate

**Tim Woods**  
The Founders Inn & Spa  
Virginia Beach

## HURRY - LIMITED 2014 ADVERTISING SPACE LEFT!



There are a **limited number of advertising opportunities** left in the Association Press for 2014. The newsletter is mailed to all 400+ members of VSAE. Many members share the newsletter with others in their office further expanding its reach in the association industry. **Advertising in the newsletter starts at \$425.**

Don't miss out! Write Brandon at [brandon@vsae.org](mailto:brandon@vsae.org) or call him at 804-249-2234 for more details.

## 2015 CALENDAR

**January 9**

### **Member Orientation & Monthly Luncheon**

*Hilton Garden Inn Richmond Downtown*

**February 6**

### **Monthly Meeting - Luncheon**

*Omni Richmond Hotel*

**March 6**

### **Monthly Meeting - Luncheon**

*The Greater Richmond Convention Center*

**April 2**

### **Monthly Meeting - Breakfast**

*Hilton Richmond Hotel & Spa  
at Short Pump*

**May 3-5 (Sun.-Tues.)**

### **Annual Conference**

*Wyndham Virginia Beach Oceanfront*

**June 5**

### **Monthly Meeting - Luncheon**

*Sheraton Park South*

**September 3**

### **Monthly Meeting - Luncheon**

*Wyndham Virginia Crossings Hotel &  
Conference Center*

**October 1**

### **Educational Expo & Symposium**

*The Greater Richmond Convention Center*

**November 6**

### **Monthly Meeting - Luncheon**

*Jepson Alumni Center*

**December 4**

### **Holiday Luncheon & Silent Auction**

*Richmond Marriott Downtown*

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## PARTNER HIGHLIGHT: VIRGINIA BEACH CONVENTION & VISITORS BUREAU



### Bring it to the Beach!

A meeting planner's job is full of challenges, not the least of which is choosing a meeting locale that's not only appealing but offers the support you need. One of the East Coast's most popular coastal destinations, Virginia Beach has both the appeal to drive attendance and a team that truly partners with you to create success. The Virginia Beach Meetings and Conventions team is dedicated to helping you at every step of the way. Sally Noona, Interim Vice President of Convention Sales & Marketing, and Lisa MacArthur, Convention Sales Manager, tell us more.

### How does the Virginia Beach team make life easier for meeting planners?

**Sally Noona:** We are genuinely passionate about service – every person on our team knows what it's like to go the extra mile and see the results of our efforts make a difference. We combine our hospitality backgrounds with meetings experience to anticipate the solutions your event needs before you need them. And we really work as a team – you're not just counting on one of us, but ALL of us.

**Lisa MacArthur:** The services we provide planners are focused on sharing their task list and making their event a total success. We work really closely with local hotel and venue partners on a regular basis, so we can make everything seamless for you and communicate the progress that's being made frequently – so planners can be assured that everything's in place. From customized site tours to help planners see the potential of meeting here, to booking entertainment or unique venues, to coordinating transportation, we don't let up.

### What are people surprised to learn about Virginia Beach?

**Sally Noona:** That it's so much more than a beach vacation destination. Virginia Beach has grown to include a lot of diverse experiences that give meeting planners great options. The oceanfront itself is diverse with the amenities of new businesses and the charm of old favorites. The Chesapeake Bay is relaxed and a great place for a retreat. And Virginia Beach is very environmentally focused – the Convention Center is state-of-the-art and the first LEED® Gold-certified building of its type in the country and many of our hotels and attractions are Virginia Green certified.

**Lisa MacArthur:** Town Center is just a few miles from the Resort Area – and it feels

completely different. There's upscale dining and entertainment, luxury hotel accommodations and pedestrian-friendly shopping. Virginia Beach even has the only accredited conference center in the region with a spa.

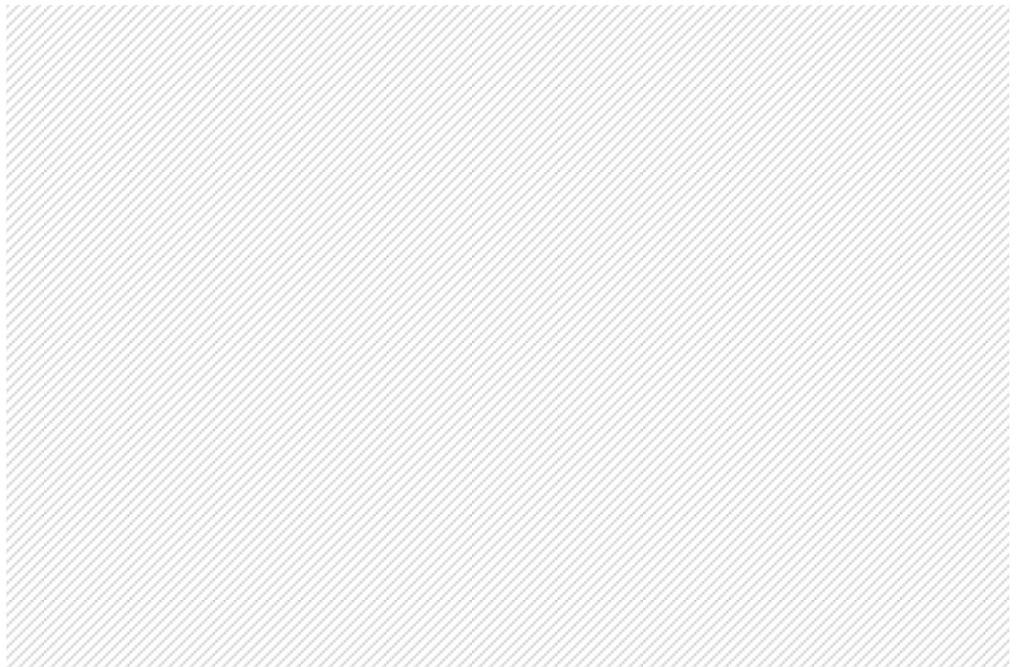
**Sally Noona:** When you're here, it's easy to forget that Virginia Beach is the most populous city in the Commonwealth – there are so many great new things going on, but the experience remains true to its coastal roots.

### What's the future look like in Virginia Beach?

**Sally Noona:** We're excited to host the VSAE Annual Conference in May of 2015. We've always valued having strong relationships with planners in the state association market and have worked with many of them to host events of all sizes. Our hotel partners can't wait to welcome them back as honored guests!

**Lisa MacArthur:** The Virginia Beach team has developed a number of ways to offer CSR opportunities to attendees and we see that effort growing. People love giving back, especially when it allows them to get out in the coastal environment – One Beach One World helps them do that.

**Sally Noona:** Virginia Beach continues to earn accolades and see new product development. We're proud to be named Convention South's choice as a Top 10 Hot Spot for Winter Meetings. Keep an eye on Virginia Beach – there's lots more to come for meeting planners!





# AROUND THE COMMONWEALTH



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## Association Press

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## **FOGG GRADUATES FROM INSTITUTE FOR ORGANIZATION MANAGEMENT**

Institute for Organization Management, the professional development program of the U.S. Chamber of Commerce Foundation, is pleased to announce **Brenda L. Fogg, CAE, IOM**, Member Relations Director, of the Virginia Society of CPAs, has graduated from the program and has received the recognition of IOM.

## **HOWE WRAPS UP AS FIAC CHAIR**

Executive Director **Paul Howe** has completed a two-year term as Chairman of the Forest Industry Associations Council. The organization of national, regional and state forestry association executives recently held its annual gathering with Canadian counterparts in Halifax, Nova Scotia to discuss critical issues impacting the forest products industry.

## **NEW ATTRACTION AT COLONIAL WILLIAMSBURG HOTELS**

**Colonial Williamsburg Hotel's** Woodlands Hotel and Suites adds their "Splash Zone". A 2,000 square foot addition to the Woodlands pool offers up some wet fun including slides, fountains and wading pool. Now open!

## **TOOMEY BECOMES A CERTIFIED MEETING PROFESSIONAL**

**Jenny Toomey** is now a Certified Meeting Professional. The Global Spectrum team at the Greater Richmond Convention Center congratulates Jenny on her hard work and dedication in achieving this prestigious designation.

## **VSAE MEMBERS RECEIVE 2014 PINNACLE AWARDS**

Successful Meetings magazine readers selected these award winners based upon real-life meeting experiences. **The Pinnacle Awards** celebrate hospitality excellence by identifying the CVBs, hotels and conference centers that set the standard for others to follow. For a complete list of winners, go to [www.successfulmeetings.com](http://www.successfulmeetings.com).

## **2014 PINNACLE AWARD WINNERS**

### **Hotel and Resorts Winners**

- Colonial Williamsburg Hotels

### **CVB Winners**

- VisitNorfolk

## **VSAE HAS MOVED**

At the end of August, Eisenman & Associates, Inc. relocated the office for VSAE and all of its clients to the MSV building on Emerywood Parkway near the intersection of Glenside Drive and West Broad Street in Richmond. The new address is below.

Please, change your contacts, records and accounting systems accordingly.

## **VSAE**

**2924 Emerywood Parkway, Suite 202  
Richmond, VA 23294**

## **BOARD NOMINATIONS 2015**

We want our Board to be representative of our membership and to be comprised of the finest leaders in the profession. If you meet the qualifications to serve (member in good standing for three (3) years or more and have been involved in a broad base of activities) we encourage you to submit a Candidate Information form.

Terms are for three (3) years with four (4) board meetings per year. Additional information and the nomination form are available at [www.vsaе.org](http://www.vsaе.org) under the About tab.

**Completed forms are due to the VSAE office by Wednesday, November 19<sup>th</sup>.**