



— VIRGINIA SOCIETY of —  
ASSOCIATION EXECUTIVES

# YOUR *association* PRESS

JUNE/JULY 2015



## RELAX, RECHARGE, AND BE RE-INSPIRED

Feeling the need to slow down and recharge yourself and your career? Be sure to attend one of VSAE's upcoming retreats and *learn* during the well-deserved break you've *earned*.

Whether you're a CEO, senior vice president, meeting planner or work at an association management company (AMC), VSAE has an event specifically tailored to your needs. Many association executives learn best by talking to peers who deal with similar situations on a day-to-day basis. For a CEO, it might be creating the right office culture or implementing a new strategic plan. For a meeting planner, issues could involve how to read a complicated BEO or staying in control when disaster strikes at an event.

Each role has unique challenges in an association, so VSAE has created three events that enable you to interact with and learn about the solutions to the issues you face in your specific role. These peer-to-peer learning opportunities feature various learning styles including front-of-the-classroom lectures, group discussions, and one-on-one learning. There is something for nearly every learning style.

Turn to pages 8 & 9 for more information on the following three events.

**AMC Retreat** | July 27-28, The Founder's Inn & Spa

**Meeting Planner Summit** | August 17-18, Norfolk Waterside Marriott

**CEO & Senior Staff Retreat** | September 21-22, Keswick Hall



## NEXT EVENT

### ASSOCIATION MANAGEMENT COMPANY (AMC) RETREAT

July 27 - 28

*The Founders Inn & Spa*

Hosted by The Founder's Inn & Spa in Virginia Beach, this retreat will provide two days of facilitated content focused on providing you answers to the questions that keep you up at night. The Retreat will feature multiple learning formats including presentations, roundtable conversations, and interactive discussions.

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

## UPCOMING EVENTS

### Senior Staff SIG

Friday, July 31

*VA Society of CPAs*

### Meeting Planner Summit

August 17-18

*Norfolk Waterside Marriott*

### September Monthly Luncheon & Seminar

Friday, September 11

*Richmond Marriott West*

### CEO & Senior Staff Retreat

September 21-22

*Keswick Hall*

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

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## LOG IN TO YOUR ACCOUNT

1. Navigate to [vsae.org](http://vsae.org) and click "Member Login."
2. Type your username (email address) and password (vsae2015).
3. If you need to reset your password, call VSAE at (804) 747-4971.

## UPDATE YOUR PROFILE

1. Click on Member Community in the Member Center section.
2. Click "Edit Profile" in the Profile Details section.
3. Fill out your profile information and click save.

## REGISTER FOR AN EVENT

1. Click on the event name on the home page or the Upcoming Events link.
2. Click the link to register on the event page.
3. Complete the registration page and payment information.  
You will receive a receipt/confirmation via email.



# VIRGINIA'S PREMIER EXPO FOR ASSOCIATION EXECUTIVES, MEETING PLANNERS, & NON-PROFIT LEADERS

Register now for VSAE's **2015 Educational Symposium & Expo** at the Greater Richmond Convention Center on Thursday, October 1.

Locally acclaimed futurist John Martin, CEO of the Southeastern Institute of Research, will kick off the event with a keynote presentation entitled, "The 2020 Game Plan: What Tomorrow's Leaders Should Be Doing Today." Martin will talk about three mega trends impacting all organizations and tactics to deal with these trends in both your professional and personal life.

Other content includes breakout sessions on how to incorporate online learning in your association, including what separates successful organizations from ones that are not. There will be a session on utilizing LinkedIn for your career and your association. There's also a session on association management systems.

In addition to the educational sessions, the event includes an Expo featuring over 60 booths. Exhibitors range from hotels, resorts and local CVBs to accounting firms and consultants. All are focused on helping you and your association deliver more value to your organization and its members.

New to the event for 2015 is the addition of two hosted roundtable sessions. In the morning, VSAE's Meeting Planner SIG will be hosting a Meeting Planner Roundtable. Roundtables like these are a great place to come and network with fellow association executives.

This is an event you do not want to miss. For more information on pricing and a detailed schedule of events check out the registration brochure included with this month's newsletter.

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

## 2015 EXPO SCHEDULE

**Wednesday, September 30**

5:30 - 7:00 p.m.

Networking Reception

**Thursday, October 1**

8:30 - 9:50 a.m.

Keynote and Breakfast

10:00 - 11:30 a.m.

Morning Breakouts

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

Expo Hall Open

2:15 - 3:45 p.m.

Afternoon Breakouts

For a full listing of  
Breakout speakers and  
topics, please visit  
[vsae.org/expo](http://vsae.org/expo).



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# BE YOUR OWN BRAND: STAND OUT AND BE Distinctive



## ABOUT THE AUTHOR

### DAVID GABRI

President & CEO, Associated Luxury Hotels International (ALHI)

David Gabri is president and CEO of Associated Luxury Hotels International (ALHI), which has the global sales responsibilities to the meetings and incentive marketplace for its distinctive portfolio of over 140 Four- and Five-Diamond quality hotels and resorts worldwide which specialize in meetings and conventions. To learn more, visit [alhi.com](http://alhi.com)

As nationally respected brand experts Jerry S. Wilson and Ira Blumenthal state in their book *Managing Brand You: 7 Steps To Creating Your Most Successful Self*, "Whether we realize it or not, we are all brands."

In other words, there is an image that we project to others, as well as an image that we have of ourselves that establishes our brand.

The question is: are you projecting a positive "brand" image? And are you creating a unique identity that makes you stand out from your competitors and peers?

If you have not yet read that book – or any of the other books on personal branding – I highly recommend that you do so, as these books can provide insight into how to identify the "brand" that you wish to project which properly reflects your unique identity, and which reaches your objectives.

Interestingly, Wilson and Blumenthal utilize the branding processes of successful companies to guide you in to how to create your personal brand. In the book the authors provide many helpful tips on how to create "Brand YOU," and these include the following.

- Identify your special areas of expertise.
- Think of the characteristics and features that others respect about you.
- Identify the features of other people you respect, and describe why.
- Ask yourself such questions as "Who am I?", and "What do I want to stand for?"

- Do an honest assessment of your strengths, weaknesses, opportunities and threats.
- Identify your "inner passions and core essence."
- Focus your energy on meeting your top priorities.

that to view yourself as a brand does not have to mean that you are seeking a new job with a new company. It simply means that you are identifying and positioning yourself as a distinctive "brand" that makes you stand out. According to Peters, to create your brand start

## START BY IDENTIFYING YOUR DIVERSE SET OF SKILLS AND CREATE A COMPELLING WORD PICTURE OF WHO YOU ARE.

Another good book on this topic is Tom Peters' *The Brand You 50*. Whereas his best-selling book *In Search of Excellence* focused on what makes a company great, *The Brand You 50* teaches how to "be your own brand." In other words - how to stand out and be distinctive.

Even the subtitle of the book inspires: "Fifty Ways To Transform Yourself From An 'Employee' Into A Brand That Shouts Distinction, Commitment, and Passion!" The focus of the book is on establishing and marketing your brand – i.e. you. But note

by identifying your diverse set of skills, and create a "compelling word picture of who you are." Focus on what you excel at that is of value to clients. He also advises that you need to be credible, optimistic, and have a burning desire to keep learning.

So, take some time and identify brand "You." This ultimately will benefit you, your organization, and your customers.

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# CONSIDERING CAE?

## The CAE is an Investment in Your Career. What Have You Done for **YOU** Lately?

Have you considered taking the next step in your career and obtaining the **Certified Association Executive** credential?

If you are an executive director or CEO you know how complex and varied your position is. If you're not, you may wonder how you can get ready for the next step. Either way, VSAE wants to support you in the journey.

If you qualify to take the exam, or are close and want to explore

it, we encourage you to participate in the VSAE CAE study group this fall. Past study groups have been instrumental in ensuring that candidates pass the exam.

The content of the exam is comprehensive, including some areas you may not have been exposed to yet. Hearing discussion from a variety of professionals helps you understand the material and the perspective from which you need to take the exam.

The study group will begin in early September and is typically scheduled once per week for ten weeks. The application

deadline for the next exam is **September 25, 2015** and the exam will be administered on **December 4, 2015**.

Invest in your future. If you are interested in participating in the study group this fall, please write **Kathleen Bozis, CAE**, at [kbozis@msv.org](mailto:kbozis@msv.org).

For more detailed information on exam content or on the resources available to study, please visit [whatiscae.org](http://whatiscae.org).

### DO YOU QUALIFY?

1. You have three years of experience as a CEO or five years of experience working at the staff level of a qualifying organization, and you are currently employed by a qualifying organization or have been employed by such within the last five years.
2. You have a bachelors degree or higher, or in lieu of a degree, you have eight additional years of professional work experience.
3. You are committed to upholding the ASAE Standards of Conduct and have no felony convictions related to association management.
4. You have completed 100 hours of broad-based qualifying professional development within the last five years.





“For over half a century, the Certified Association Executive (CAE) designation [has] remained the symbol for excellence in every facet of association management.”

- msae.org



percent of CAE test takers report enhancing knowledge, improving advancement opportunities, and increased motivation.



percent of VSAE members pass the exam when they fully participate in the VSAE study group.



percent of responding hiring managers factor or give preference to candidates who have the CAE credentials.

## WHAT'S ON THE EXAM?

The CAE Exam is split into nine knowledge domains.

### Domain 1: Strategic Management

- ❖ General Management
- ❖ Identity and Branding
- ❖ Financial Management
- ❖ Globalization
- ❖ Strategic Planning & Thinking

### Domain 2: Governance & Structure

- ❖ Governance
- ❖ Volunteer Leadership Development
- ❖ Affiliate/Chapter Relations

### Domain 3: Membership Development

- ❖ Member Engagement
- ❖ Membership Recruitment and Retention
- ❖ Ethics Program
- ❖ Standard-Setting Programs

### Domain 4: Programs, Products & Services

- ❖ Development of Programs, Products & Services
- ❖ Fundraising, Sponsorships & Development Programs
- ❖ Meetings and Events
- ❖ Certification, Accreditation & Licensure
- ❖ Affinity Programs
- ❖ Professional Development Programs & Delivery Systems

### Domain 5: Leadership

- ❖ General Leadership
- ❖ Ethics
- ❖ Diversity
- ❖ Interpersonal Skills & Group Facilitation
- ❖ Negotiating

### Domain 6: Administration

- ❖ Human Resources
- ❖ Technology
- ❖ Legal and Risk Management

- ❖ Facilities Management
- ❖ Vendor/Supplier Management
- ❖ Business Planning

### Domain 7: Knowledge Management & Research

- ❖ Knowledge Management
- ❖ Research, Evaluation & Statistics

### Domain 8: Public Policy, Government Relations & Coalition Building

- ❖ Public Policy
- ❖ Government Relations
- ❖ Coalition Building

### Domain 9: Marketing, Public Relations & Communications

- ❖ Marketing
- ❖ PR Programs
- ❖ Publications, Media & Messages

Visit [whatiscae.org](http://whatiscae.org) for more detailed info on CAE exam domains.

# UPCOMING RETREATS & SUMMITS

## AMC RETREAT

Leading or working at an association management company is very different than being at a captive association. There are unique challenges especially when managing multiple clients or trying to balance growth. Developing and implementing a strategic plan for an AMC client can also be unlike strategic planning at an association. The second annual AMC Retreat will help provide some answers to these issues.

Monday, July 27 and Tuesday, July 28, The Founder's Inn & Spa in Virginia Beach will host VSAE's AMC Retreat. Specifically geared towards AMC owners and staff, this retreat will provide two days of facilitated content focused on providing you answers to the questions that keep you up at night.

## EVALUATION PRIZE WINNERS

**CONGRATULATIONS TO EMILY WALKER, CAE**, Vice President of Advocacy, VA Society of CPAs, who is the Annual Conference Evaluation Prize Winner.

Her prize is a one-night stay and beach cooler basket from the Wyndham Virginia Beach Oceanfront.

**CONGRATULATIONS TO PHYLLIS ERRICO, JD, CAE**, General Counsel, VA Association of Counties, who is the June Monthly Luncheon & Seminar Evaluation Prize Winner.

Her prize is a dinner for two at the Four Points by Sheraton Richmond Airport restaurant, Terra Nova Grille and Lounge.

Be sure to fill out each survey for your chance to win great prizes!

During the Retreat, Susan Motley, CAE, Senior Consultant at Tecker International will lead attendees through discussions about growing your AMC and creating the right culture. On Day 2, attendees will go through a quick strategic planning boot camp for AMC executives designed to give you the tools to provide strategic planning to your clients.

## MEETING PLANNER SUMMIT

Meeting planners are often the ones asked to implement leadership's newest grand idea. They are also the first line of defense when something goes wrong at an event. How do you manage these challenges? Come find out at the inaugural Meeting Planner Summit, August 17 and 18, where the theme is "Managing Expectations."

Featured presenter Mary Foley, Woman in Charge, Bodacious! Ventures, LLC, will share "Secrets to Thriving on Change in Stressful Times." Her session includes a bit of "netconnect" which is about how to network and connect without the work. She will also present a session called, "Power Up! Critical Trends & Essential Strategies to Energize your Professional Event."

The Summit also includes sessions entitled "Exhibits 101," "Keep Out of the Hot Seat," "F&B Planning & BEO Interpretations," and

"Good Habits of Successful Meeting Planners." Detailed session descriptions and more information on registration can be found at [vsae.org/summit](http://vsae.org/summit).

Hosted by the Norfolk Waterside Marriot, this is an event you do not want to miss.

Room reservation deadline is July 27. Early bird registration ends July 31.

## CEO & SENIOR STAFF RETREAT

The 2015 CEO & Senior Staff Retreat breaks from the norm with a unique approach to facilitating peer-to-peer learning. Aaron Wolowiec, MSA, CAE, CMP, CTA will serve as the event's "content coach" relying on the idea that you can learn more from other CEOs and senior leaders than you can from a presentation.

Innovative group sessions, such as *The Solution Room*, establish a framework for knowledge sharing under the guise of a powerful consulting session on issues or topics that are most important to you, while sessions like *Wisdom While You Walk* are designed to get you out of the room and onto the beautiful Keswick Hall grounds where inspiration for solutions seeps through each crevice of the manicured facility. While at Keswick, attendees can also play golf or enjoy a spa treatment at deep discounts.



Here you'll find the best of all worlds – 67,000 square feet of meeting space and on-site hotel rooms for groups up to 1,000. Plus free Wi-Fi and self parking, with no resort fees. The bottom line? A flawless event.

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CONTACT MATT POLANSKY AT  
757-220-7463 OR [MPOLANSKY@CWF.ORG](mailto:MPOLANSKY@CWF.ORG)



You can sign up for either activity during registration.

Early-bird registration deadline is July 11. Registration is limited to chief staff executives and senior staff leadership for associations and non-profits, including association management companies (AMCs). Registration is all-inclusive and it includes sleeping room on September 21, all breaks, lunch, reception, and dinner on September 21, breakfast on September 22, and all educational sessions.

For more information on all three retreats/summits or to register, please visit the following websites.

#### AMC RETREAT

[vsae.org/AMCRetreat](http://vsae.org/AMCRetreat)

#### MEETING PLANNER SUMMIT

[vsae.org/Summit](http://vsae.org/Summit)

#### CEO & SENIOR STAFF RETREAT

[vsae.org/CEORetreat](http://vsae.org/CEORetreat)



## FREE ON-SITE HELP

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

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

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

## HEALTH CARE CORNER



#### MONTY DIZE

President, Asset Protection Group, Inc.

Beginning in 2018, under current Affordable Care Act “ACA” law, the excise tax, commonly known as “The Cadillac Tax”, will begin to be implemented. The tax is intended to reduce health care utilization, as well as costs, by encouraging employers to provide plans that are cost-effective and to encourage employees to become more engaged in the costs associated with health care. In a nutshell, the tax is 40% of the cost of the plan’s premium that exceeds a threshold of \$10,200 for employee only coverage and \$27,500 for family coverage on an annual basis.

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**aura**

## WELCOME NEW MEMBERS

### EXECUTIVE

**Connie Bruce**  
VA Council of CEOs  
Richmond

**Nicole Chappell**  
Catapult, Inc.  
Richmond

**Tracey van Marcke**  
Virginia Hospital Research &  
Education Foundation  
Richmond

**Kristin Sorokti**  
Blue Ridge Home Builders  
Association  
Charlottesville

### ASSOCIATE

**Cindy Brownstein**  
Socialmie  
Richmond

**Paula Racey**  
Spirit of Norfolk  
Norfolk

## UPCOMING SIG EVENTS

### Senior Staff

**Friday, July 31**

Anyone who has broad organizational oversight and is interested in discussing leadership development, strategic planning, board relations, business models, etc. should be sure to attend this meeting. The July meeting topic is **"Coaching and Supervising: Success and Challenges."** Registration available online now.

**Contact:** Maureen Dingus, CAE  
mdingus@vsepa.com  
(804) 612-9407



## RECOGNIZE YOUR PEERS

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

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

Read more and vote for your peers at [vsae.org/awards-of-excellence](http://vsae.org/awards-of-excellence).

## THANK YOU TO OUR 2015 PARTNERS

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## PARTNER HIGHLIGHT:

**Virginia Beach** provides the perfect balance of coastal charm with a three-beach experience and a vibrant downtown that provides a distinct vibe for meetings of any size and budget. A meeting planner's job can be daunting, and selecting the perfect meeting locale is the ultimate challenge. Virginia Beach takes the guess work out of selecting a destination and continues to offer meeting planners a wide variety of incentives and accommodations to guarantee a successful experience.

### THE NEWEST SUSTAINABLE MEETING SPACE IN VIRGINIA BEACH

Located near Virginia Beach's calmest waters, the Chesapeake Bay, lies the Chesapeake Bay Foundation's Brock Environmental Center, an energy-efficient, environmentally smart building, with solar panels, wind turbines, natural landscaping, and more. The brand-new center is designed to gain the U.S. Green Building Council's LEED® Platinum designation and to meet the strict standards of the Living Building Challenge.

The Brock Environmental Center's focus is to provide hands-on, field-based environmental education within the community. Housing offices for CBF and partner groups, the center also features an 80-seat conference room, meeting rooms, and exhibit display areas. With the center's dedication to sustainability, meetings must be eco-friendly in order to be hosted in the green building. Minutes away, in the heart of the oceanfront, the Virginia Beach Convention Center, a LEED® Gold-certified facility, continues to elevate the industry standard for its focus on sustainability and affordable elegance. The facility features more than 500,000 square feet of column-

## VIRGINIA BEACH CONVENTION & VISITORS BUREAU



free space, including a 150,000 square foot exhibit hall, more than 29,000 square feet of meeting space and a 31,000 square foot ballroom.

### BEYOND THE BOARDROOM

For team-building opportunities, excitement awaits delegates at the new Adventure Park at the Virginia Aquarium, iFly Virginia Beach and Pleasure House Oysters' oyster-farm boat tours. The Adventure Park, an outdoor, aerial adventure park features multiple zip lines and ropes challenge courses that vary in difficulty, taking team-building activities and adventure beyond the boardroom. Another thrill-seeking group activity, iFly Virginia Beach, is the city's first indoor skydiving complex. Additionally, event attendees can even immerse themselves in learning about the

legendary Lynnhaven oysters and see first-hand how the bivalves are harvested during Pleasure House Oysters' oyster-farm boat tours, which provide an environmentally friendly team-building experience, as well as a unique Chef's Table experience right on the Lynnhaven River.

To learn more about Virginia Beach's meeting and event offerings, or to explore facilities, check out [visitvirginiabeach.com/meetings](http://visitvirginiabeach.com/meetings).

### READY TO BOOK? CONTACT:

**Lisa MacArthur**  
Convention Sales Manager  
Virginia Beach CVB  
(757) 385-6661

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## AROUND THE COMMONWEALTH



**The Greenbrier** opened their new 2,500 seat tennis stadium, Center Court at Creekside, on June 20. The grand opening featured a number of highly publicized events, including a tennis match between Pete Sampras and Andre Agassi.

**Susan Kennedy, CMP**, Sales Manager at the DoubleTree by Hilton Richmond-Midlothian, was recently presented with the 2014 Outstanding Sales Leader Award for Shamin Hotels.

On June 15, **Amy Hewett** was named the Vice President of Strategy and Communications at the Virginia Health Care Association.

**The Crowne Plaza Richmond Downtown** was recently awarded the Meetings Service Excellence Award for meetings satisfaction, according to the brand's recent Meetings Satisfaction Tracking System (MSTS) quarterly (Q1) ranking report for 2015. This distinction ranks the Crowne Plaza Richmond Downtown in the top 10% of over 400 Crowne Plaza hotels worldwide.

On June 19, **Kristina Preisner** was promoted to Vice President of Professional Development at the Independent Insurance Agents of VA, Inc.

### 2015-2016 OFFICERS

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### ASSOCIATION PRESS

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VIRGINIA CHAPTER

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