



ARE YOU CAPITALIZING ON SOCIAL MEDIA?

Join VSAE at the Four Points by Sheraton Richmond Airport on Friday, June 5 for our **June Monthly Luncheon and Seminar**. Speaker, consultant and social media expert Corey Perlman will be presenting on managing your social media strategy.

SEMINAR "Experiencing Social Media Overload?!?!"

You shouldn't be on any social media platform without a clear reason for why you're doing it and without ways to measure results. If you're not generating results from a particular social media site, then it's just a hobby. You don't need any more hobbies. This session will help you decide which strategies are right for you and your business.

- How to determine which sites are right for your association.
- Most popular website mistakes and how to fix them.
- How to stay 'top of mind' with prospects using content marketing.
- Specific strategies for using Facebook and LinkedIn for business.

To read an excerpt from Perlman's latest book, *Social Media Overload! Simple Social Media Strategies for Overwhelmed and Time-deprived Businesses*, turn to page 8.

2015 ANNUAL CONFERENCE: VSAE BROUGHT IT TO THE BEACH!

Wyndham Virginia Beach Oceanfront | May 3-5, 2015

Earlier this month, members, guests and other leaders in the association industry gathered in Virginia Beach for another successful VSAE Annual Conference. Attendees were provided abundant opportunities for networking, learning and fun.

The Virginia Beach Convention & Visitors Bureau helped get everything started by providing great pre-conference activities, including a trip to Adventure Park or several local breweries. Then the conference officially kicked off Sunday evening with an opening reception hosted by the Sheraton Virginia Beach Oceanfront followed by an amazing after party at the Hilton Virginia Beach Oceanfront roof top Sky Bar.

On Monday morning keynote presenter Bruce Christopher had attendees in stitches with his humorous approach to dealing with difficult people. Breakout sessions on a wide variety of topics followed and the day concluded with a fantastic reception and beach dinner.

During Monday's Board Installation Luncheon, newly installed President, Wilmer Stoneman, III, CAE, outlined his objectives for the upcoming year including his focus on getting every member involved in VSAE's community service activities.

You can see pictures from this year's conference on pages 6-7, and if you were unable to attend this year, make plans to join us next year for the 2016 Annual Conference at the Westfields Marriott Washington Dulles, co-hosted by VisitFairfax, May 1-3, 2016.

NEXT EVENT

JUNE MONTHLY LUNCHEON & SEMINAR

June 5

Four Points by Sheraton Richmond Airport

8:00 a.m. Registration

8:30-11:00 a.m. Seminar
"Experiencing Social Media Overload?!?!"
Corey Perlman, Social Media Expert

11:00-11:45 a.m. Reception

11:45 a.m.-1:15 p.m. Luncheon

Register online at vsae.org

UPCOMING EVENTS

SIG | Emerging Association Professionals

Thursday, June 11

Virginia Museum of Fine Arts

AMC Retreat

July 27-28

The Founders Inn & Spa

SIG | Senior Staff

Friday, July 31

TBD

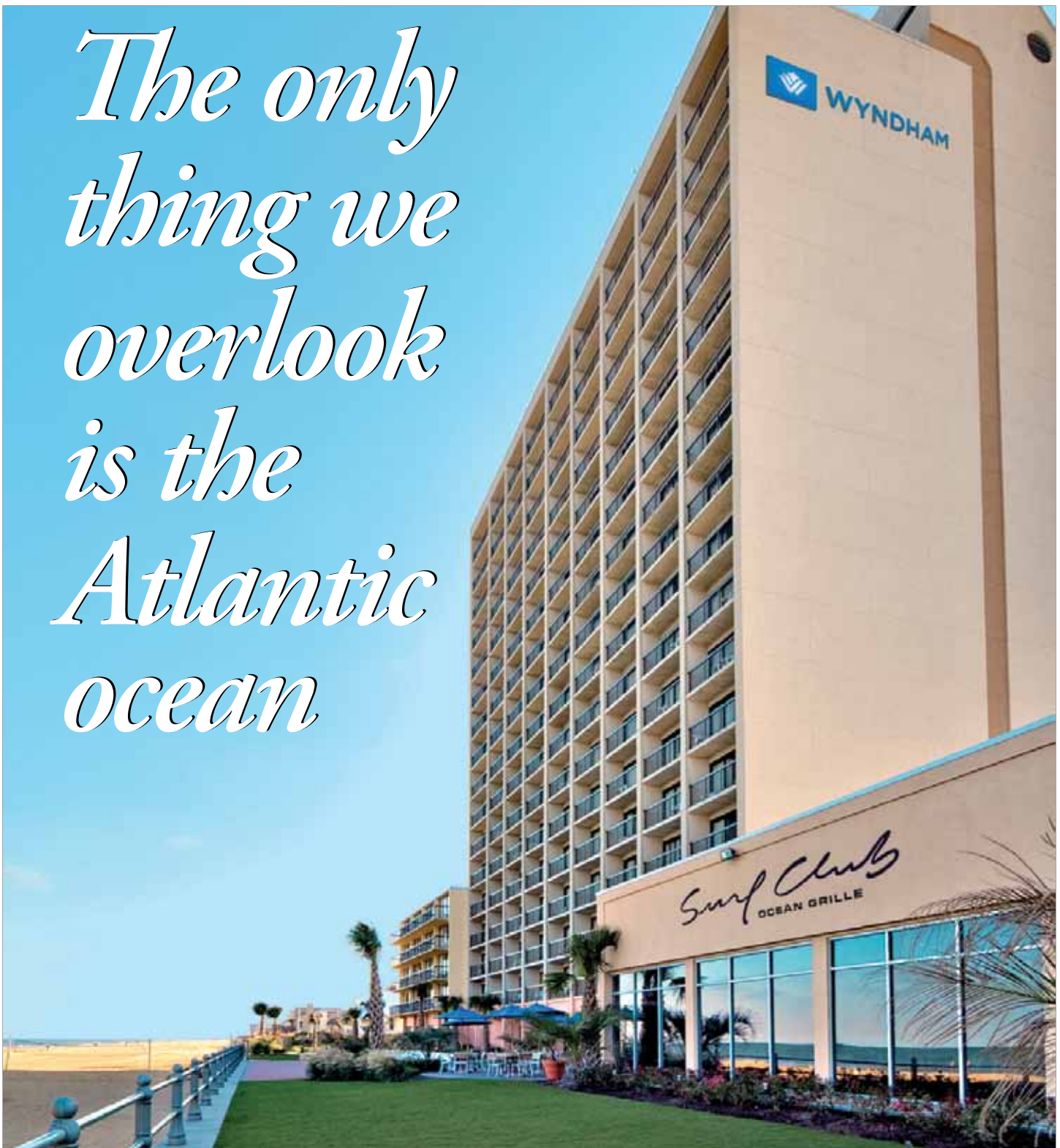
Meeting Planner Summit

August 17-18

Norfolk Waterside Marriott

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A STRONG PAST, A BRIGHT FUTURE AND A FRESH LOOK

The Virginia Society of Association Executives (VSAE) opened its Annual Conference last week by launching an entirely new brand identity. This new brand identity includes a new logo, new tag line and new graphics treatment across all of VSAE's communications. The new tagline - your association community - highlights VSAE's focus on its members and the association community of which they are a part.

REFLECTING ON THE CHANGE

VSAE identifies itself as the association for association executives in the Commonwealth of Virginia. Its vision is to create an engaged community of association executives focused on developing each other and enhancing the professionalism of the association management industry.

"VSAE has made a lot of changes over the past five years," said VSAE Immediate Past President Richard Johnstone, Jr., executive vice president of the VA, MD, DE Association of Electric Cooperatives.

"The unveiling of this new brand identity is the culmination of all we have done to continue adding value to our members and the broader association community here in Virginia. This new logo builds on our long 65 plus year history and uses that foundation to build for the future."

THE NEW DESIGN

The new logo is designed to show the diversity of VSAE and its members. In the logo, seven different colors come together and the letters V-S-A-E are formed in the white space between. This is a reflection of the fact that VSAE exists to connect members together in service of the association community. The new tagline – your association community – reinforces VSAE's focus on its members and the community it serves.

This new brand identity was the result of a nearly yearlong effort by VSAE's Rebranding Task Force led by Scot McRoberts, MPA, IOM, executive director at the Virginia Council of CEOs. The logo and graphics were designed by John Romeo & Associates, a Richmond-based marketing and communications firm.

NEW LEADERSHIP

During the conference, Rick Eisenman, CAE, also announced a coming leadership change. He announced that Brandon Robinson, CAE will succeed him as Executive Vice President of VSAE.

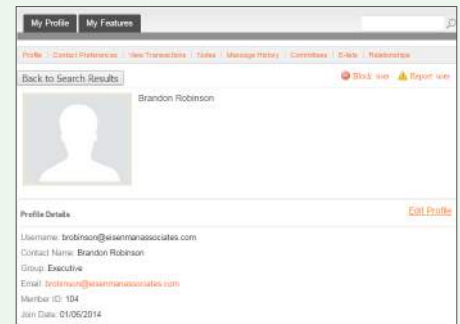
Hired in 2014, Brandon will continue the 20-year partnership between VSAE and Eisenman & Associates, Inc., an association management company based in Richmond, Va.

Working with Tracie Grady, Tami Guthrie and the entire team at E&A, Brandon will take over the day-to-day operations of VSAE



VIRGINIA SOCIETY of
ASSOCIATION EXECUTIVES

VIEW YOUR PROFILE



Be sure to login to your online profile at vsae.org and correct any potential database errors that may have occurred during the transition to our new association management system.

The information currently in the database will be printed in the 2015 Membership Directory.

Profile data will be downloaded on **June 15** for a preliminary check before being inserted into the directory.

The most important areas to check for errors are the following.

- First name.
- Last name.
- Title.
- Organization.
- Email.
- Address.

YOUR *association* **COMMUNITY**

VOLUNTEER COMMITTEES AND TASK FORCES

The following committees and task forces are comprised of member volunteers with the purpose of supporting the programs and activities of VSAE.

These volunteers are your association leaders, and they play a large part in ensuring that you are getting the most from your membership.

HEALTH CARE CORNER



MONTY DIZE
President, Asset Protection Group, Inc.

Starting Jan. 1, 2016 for employers between 51-100 full time employees moving between carriers will have to offer Affordable Care Act "ACA" compliant plans. Many carriers in the market are coming up with creative ways to early renew your plan and therefore avoid ACA regulations until 2017. The reality is some groups will benefit from an ACA plan and others will not. I encourage you to contact me for details.

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

ANNUAL CONFERENCE TASK FORCE

Chair: Rachael Van Liew

Vice-Chair: Robin Byrd

Charge: Promotes attendance, recruits sponsors and assists staff with conference planning and marketing.

CAE COMMITTEE

Chair: Kathleen Bozis, CAE

Vice-Chair: Paul Howe, CAE, CF

Charge: Promotes the Certified Association Executive (CAE) credential and plans study groups.

COMMUNITY SERVICE COMMITTEE

Chair: Denise Creasman

Vice-Chair: Cassie White

Charge: Organizes community service activities and fundraising activities to support charities suggested by the membership.

EDUCATION COMMITTEE

Chair: Katie Frazier

Vice-Chair: Bob Bradshaw, Jr., MAM

Charge: Develops educational content for VSAE events including speakers at Annual Conference, Expo and Monthly Seminars.

EXPO COMMITTEE

Chair: Katharine Garner, CMP

Charge: Secures vendors to exhibit at the Expo. Encourages attendance by members and other qualified meeting planners.

GOVERNMENT AFFAIRS COMMITTEE

Chair: Jonathan Williams

Charge: Monitors state legislative, executive and regulatory actions that impact association management.

MEMBERSHIP COMMITTEE

Chair: Molly Wash, CAE

Vice-Chair: Carter Lyons

Charge: Promotes membership and assists with member retention. Welcomes new members.

SILENT AUCTION TASK FORCE

Chair: Lisa MacArthur

Charge: Promotes Silent Auction primarily through soliciting donations.

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UPCOMING RETREATS & SUMMITS

CEO & SENIOR STAFF RETREAT | SEPTEMBER 21-22 | KESWICK HALL | VSAE.ORG/CEORETREAT



VSAE's CEO & Senior Staff Retreat is two days of interactive and facilitated learning tailored to CEOs and other senior staff leaders.

This year's retreat will feature highly interactive sessions to get you involved, learning groups designed to further educate, partners for accountability and some unique instructional strategies and room sets.

This informative environment is intended to foster collaboration, dialogue and fun.

MEETING PLANNER SUMMIT | AUGUST 17-18 | NORFOLK WATERSIDE MARRIOTT | VSAE.ORG/MPSUMMIT



Join your fellow meeting planner colleagues for VSAE's Meeting Planner Summit, a two-day event that will help you perfect your craft and find solutions to any mishaps that may pop up as you produce events.

This inaugural event will allow you to network with other meeting planners and learn from your peers the best way to stay cool when things begin heating up.

Join our session speakers as they divulge tips and tricks to manage even the most challenging expectations.

AMC RETREAT | JULY 27-28 | THE FOUNDERS INN & SPA | VSAE.ORG/AMCRETREAT



VSAE's second annual AMC Retreat is Virginia's only educational conference geared specifically towards association executives who own or work at an association management company (AMC).

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.

THANK YOU ALL FOR MAKING ANNUAL A **BLAST!**





SOCIAL MEDIA *FOR* ASSOCIATION

4 SIMPLE STRATEGIES TO SEE BETTER RESULTS IN 2015 AND BEYOND

ABOUT THE AUTHOR



COREY PERLMAN

President, eBoot Camp

Corey is an entrepreneur, author and nationally-recognized social media expert. His book, *Social Media Overload*, became an Amazon bestseller in all small business categories. The following article is an excerpt from Perlman's book, *Social Media Overload*.

Be sure to register for the **June Monthly Luncheon & Seminar** to learn more about Corey's social media strategies and to purchase your own copy of *Social Media Overload*.

Are your social media strategies generating new memberships or improving relationships with existing members? If not, then it's just a hobby. And if you're like me, the last thing you need is a new hobby.

This article will offer three ways for you and your association to see improved results with your social media efforts.

FISH WHERE THE FISH ARE

Where are your members and potential members spending time online? Are they active on Twitter? If not, why should you be? You don't have to be on all social media sites. REPEAT: You don't have to be on all social media sites.

Decide where your audience is spending time and plant your flag on those sites. If you're typically targeting businesses, LinkedIn is probably the place you'll want to spend the most time. With over a billion users on Facebook, chances are good that some of your members are active on that site.

ACTION: Ask 10 members of your association to rank in order the sites

that they spend the most time on. Use Facebook, LinkedIn, Twitter and Google+ as their choices. Follow up by asking how many times in the past month they've used each of those sites. You'll notice a pattern and stay focused on the sites they ranked highest. You can also send a survey out to your membership by using SurveyMonkey.

TAKE ADVANTAGE OF LINKEDIN AS A PROSPECTING TOOL

I hate cold-calling. Early in my career, I figured out I was terrible at bypassing gatekeepers and getting myself in front of decision makers. I had to find a better way. And I did so by using the Get Introduced feature on LinkedIn. It allows me to turn cold calls into warm leads.

Simply look for potential members that have a number two next to their name. That means they know someone that you know. LinkedIn is gracious enough to let us know who that mutual connection is and they facilitate a way for the mutual connection to introduce us.

As an example, say I found Sally Smith, President & CEO at ACME Enterprises. She has a number two next to her profile

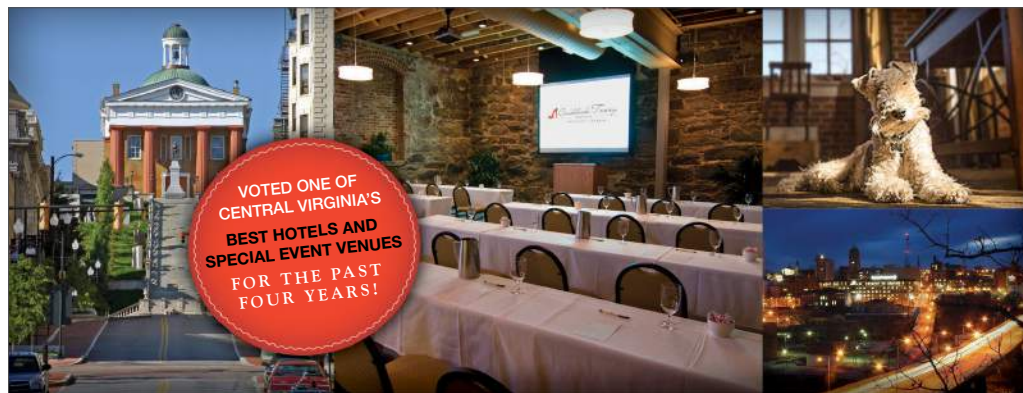
APRIL MEETING EVALUATION PRIZE WINNER

CONGRATS TO APRIL RODGERS, Account Manager, Catapult, Inc. who was randomly selected as the April Meeting Evaluation Prize Winner.

Her prize is a \$50 gift card to Shula's Restaurant at the Hilton Richmond Hotel & Spa at Short Pump.

Don't miss out!

Submit your evaluation when received by email for a chance to win awesome prizes!



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and LinkedIn tells me that our mutual connection is Steve Morrison. Steve is a proud member of our association and would be more than happy to share his experience with Sally. All you have to do is ask him!

It's my favorite feature on all of social media and I hope it benefits you greatly!

build trust and credibility with your audience.

This is, by far, the most effective way to sell the value of your association. If you deliver this much great material on the web, imagine what they'll get at the next meeting or event.

and Facebook as you'll have a mix of members that prefer one over the other.

DON'T LET YOUR WEBSITE FRUSTRATE MEMBERS OR PROSPECTIVE MEMBERS

If your website stinks, social media can't help you. Here are four common mistakes I see most associations make.

1. No clear value proposition

In less than 10 seconds, I should know exactly who you are and why you're valuable to me. Make it simple, clear and easy to find.

2. Critical information below the fold

Making visitors search (scroll) for important content. Examples are phone number, meeting address and so on.

3. No opt-in box

A place for a prospective member to give you their email address or phone number. If you let a visitor leave your site without getting their information, you've failed as a marketer.

4. Not being mobile-responsive

It's not enough to have your site shrink down to fit a wwscreen. Your site needs to recognize the size of the screen and adjust to allow for easy thumb-navigation. If you're looking for an immediate solution, I've found that dudamobile.com is a good resource to quickly get your site mobile-ready.

What could you share or write about that your members and prospective members would deem interesting or valuable?

ADD VALUE BETWEEN THE MEETINGS

What could you share or write about that your members and prospective members would deem interesting or valuable? You should ask yourself this question before you share anything on social media.

It could be your blog, Facebook page, LinkedIn profile or Twitter feed I want you sharing information that will benefit your members and your prospective members. Over time, you'll start to

ACTION: Create a Private Group on Facebook and LinkedIn for your members. Because it's private, members feel more comfortable sharing challenges and best practices for your industry. The value generated in these groups is usually member-generated but the association gets the credit because it's under your umbrella. I strongly encourage you to have active groups on both LinkedIn

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WELCOME NEW MEMBERS

EXECUTIVE

Lauren Hefner, CAE
Healthcare
Businesswomen's
Association
Alexandria

Maria LeDoux, CAE
STAT Association
Management & Marketing
Fairfax

Sherry Whiting
Easter Associates, Inc.
Charlottesville

ASSOCIATE

Perry Goodbar
Sterling Event Planners
Williamsburg

Zakiya Hyman-Artis
Crowne Plaza Virginia
Beach Town Center
Virginia Beach

Brad Jones
Four Points by Sheraton
Richmond Airport
Richmond

Jim Roman
Business Owners Institute
Henrico

UPCOMING SIG EVENTS

Emerging Association Professionals Social

Thursday, June 11

This social will be hosted by the EAP SIG at the Virginia Museum of Fine Arts and is free to attend. Please RSVP so that there will be an accurate count for planning purposes. Food and drinks will be available for purchase.

Contact: Kristina Preisner
kpreisner@iiaav.com
804-747-9300

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."

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

THANK YOU TO OUR 2015 PARTNERS

PRESIDENT'S CLUB

The Boar's Head
Colonial Williamsburg Hotels
James River Audio Visual Services
Kingsmill Resort
Virginia Beach CVB
Wyndham Virginia Beach
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Convention Center
Hilton Norfolk The Main
Hilton Richmond Hotel & Spa
at Short Pump
Richmond Marriott Downtown
Westfields Marriott
Washington Dulles

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Keswick Hall & Golf Club
Marriott Chesapeake
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PARTNER HIGHLIGHT:

HILTON NORFOLK THE MAIN

The Main will be Norfolk's newest destination and a premier meeting location on the East Coast. Opening in early 2017, The Main will feature a Hilton hotel, the Exchange, an IACC certified conference center with the latest technology, as well as three unique restaurants with stunning views.

Located in the heart of Downtown Norfolk at the corner of Granby and Main Streets, The Main will be within walking distance to many of Norfolk's top attractions and best dining. The Main will also be easily accessible from Norfolk International Airport (ORF), only nine miles away.

DEMANDING STANDARDS FOR THE MOST DISCERNING

Hilton Norfolk The Main will feature 300 exquisite guestrooms, including 11 suites, with panoramic views of the Elizabeth River. The eclectic décor will create a hotel environment unlike any other in Virginia. Expect The Main to transcend standards and deliver an unparalleled guest experience.

The Main's amenities allow guests to conduct productive meetings with a tiered meeting room, an innovative collaboration room and two board rooms.

AN INTERSECTION OF INNOVATIVE SPACE & IDEAS

The Main will feature 40,770 square feet of flexible meeting space with two ballrooms, including the largest ballroom in Virginia with an 18,500 square-foot Grand Ballroom, plus an abundance of pre-function space.

The Exchange will be a technologically advanced, state-of-the-art conference center with dedicated professional staff and classrooms that intentionally open up to "think tanks" where ideas and dialogue can be exchanged.



For meetings ranging from 10 to 2,000 attendees, The Main will offer the perfect space for productive and enhanced meetings in upscale surroundings, as well as thoughtful details such as built-in registration desks and continuous break stations.

TAKE IN THE VIEWS AND DELECTABLE CUISINE

Offering three diverse restaurants - Saltine, Varia and Grain - The Main will be the central meeting point for office lunches, savory dining, after-hour drinks, special events, and everything in between.

SALTINE

This street-level restaurant and bar will be an urban seafood bistro. To add to the distinctive downtown appeal, craft cocktails will be a signature specialty. A raw bar will showcase the region's finest oysters, clams and shrimp.

The menu will be inspired by the freshest seafood and matched with produce from local farms.

VARIA

Varia, a modern Italian trattoria restaurant and wine studio, will allure guests into a sophisticated, relaxing space with an eclectic modern design. The dining area will culminate in a large millwork library featuring hidden doors in the bookshelves that lead into an ultra-private dining room for exclusive events.

GRAIN

Grain will be a rooftop beer garden - the perfect place to relax with a craft beer and enjoy the downtown nightlife. Space will include an oversized fire pit that doubles as a stage for live performances and spectacular views of the Elizabeth River.

A promotional graphic for Hilton Norfolk The Main. It features a large, modern building at night with many lit windows. A yellow banner in the top right corner says "OPENING EARLY 2017". In the bottom left, there is a smaller image of a meeting room interior. Text overlays include "Meet me at THE MAIN", "NORFOLK'S NEWEST DESTINATION", "RESERVE YOUR DATES TODAY", and contact information for Justin Beale, Director of Sales & Marketing. The Hilton logo and "Hilton NORFOLK THE MAIN" are also present.

AROUND THE COMMONWEALTH



MEMBERS ON THE MOVE

The following VSAE members have recently moved or will soon be moving later this month. Please make a note of their new addresses.

COVINGTON MEETINGS & EVENTS

4800 Cox Road, Suite 200
Glen Allen, Va. 23060

BLUE RIDGE AV AND LIGHTING

Opened a new regional office in the Richmond metro area near the intersection of Staples Mill Road and Hermitage Road.

OTHER NEWS & NOTES

Former VSAE board member **Mark Herzog, CAE**, completed his MBA studies at VCU and will be graduating on May 9. Mark served as Executive Director of the Virginia Biotechnology Association from 2000 to 2012.

Nancy Israel, Executive Director of the American Council of Engineering Companies of Virginia, has been elected as President of the National Association of Engineering Council Executives.

On Sunday, April 12, **Robin Byrd** married Rob Wilfong. Robin will now go by **Robin Byrd Wilfong**.

The Greater Richmond Convention Center team would like to congratulate **Linné Dilorio** and her husband Mike on the birth of their second child, Vincent Michael Dilorio. Vince joined his family a week early, and his big sister Sophia couldn't be more proud. All are doing well.

ASSOCIATE ACCESS

2015 Expo Info

Plan now to attend one of VSAE's largest events of the year. The Educational Symposium & Expo attracts not only VSAE association executives, but also social, corporate and government meeting planners. The event will be held **Thursday, October 1, 2015** at the **Greater Richmond Convention Center**.

Currently, there are less than 30 booths remaining and they're selling fast.

Front Entrance Booths

Members: \$980
Non-members: \$1090

Corner/Premium Booths

Members: \$930
Non-members: \$1040

Aisle Booths

Members: \$880
Non-members: \$990

For more information, write Tracie at tracie@vsae.org or call her at 804-249-2244.

You can also visit vsae.org/Expoinfo to download a floor plan with current openings.

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Reason #155

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