

# BOLD BRANDS WIN



From your association's Twitter to its business cards, your brand defines who you are. Become a brand expert by attending VSAE's **November Monthly Luncheon & Seminar**.

As one of the most overlooked aspects of an organization's marketing efforts, your brand may be determining how your members receive your messages. Research indicates that as millennials become the target market, 60% expect a consistent brand experience in all interactions with a company, while 90% of all consumers expect the customer experience to be consistent across all interactive channels.

Nationally recognized marketing and social media expert **Dave Saunders**, Chief Idea Officer at Madison+Main, delivers a hard-hitting and humorous look at why some companies win big on branding and the rest try to play catch-up.

# 90%

of consumers expect the customer experience to be **consistent across all channels and devices** used to interact with brands. - *FactBrowser.com*

As we transition from the Information Age into the Age of Convergence, companies have to not only compete with each other, but have to compete for your attention. Dave will review examples of successful brands, both large and small, and explain how they did it and how you can apply some of the same strategies to your organization, regardless of what you do or what you sell. You'll also learn the four rules of brand building and that there are only three only kinds of brands. Audiences love the way Dave takes complicated subject matter, breaks it down into easy to understand concepts and keeps you entertained while doing it. Visit [vsae.org](http://vsae.org) and register now to take the first step in emboldening your brand.

## ANOTHER YEAR, ANOTHER SUCCESSFUL EXPO

VSAE's **Educational Symposium & Expo** featured great education and exhibitions.

Earlier this month, VSAE hosted the nineteenth annual Educational Symposium & Expo at the Greater Richmond Convention Center. The day began with breakfast and a keynote presentation from John Martin, CEO of the Southeastern Institute of Research.

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### NEXT EVENT

#### NOVEMBER MONTHLY LUNCHEON & SEMINAR

Friday, November 6  
Jepson Alumni Center

#### SCHEDULE

Registration	8:00 a.m.
Seminar	8:30 – 11:00 a.m.
<i>Who Wins the Social Revolution?</i> Dave Saunders, Madison+Main	
Reception	11:00 – 11:45 a.m.
Luncheon	11:45 a.m. – 1:15 p.m.
<i>#BoldBrandsWin</i> Dave Saunders, Madison+Main	

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

### UPCOMING EVENTS

#### SIG | Meeting Planner

October 14 // Topic: Event Budgeting  
VA Society of CPAs

#### SIG | Emerging Association Professionals

October 23 // Topic: Being Indispensible  
IIAV

#### SIG | Senior Staff

October 30 // Topic: Book Discussion  
TBD

#### Holiday Luncheon & Silent Auction

December 4  
Richmond Marriott Downtown

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

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# LEADERSHIP AND THE POWER OF PEOPLE

By Brandon Robinson, CAE

A few weeks ago **Keswick Hall** hosted nearly 40 CEOs, senior staff, and sponsors at the third annual VSAE CEO & Senior Staff Retreat. Led by Aaron Wolowiec, MSA, CAE, CMP, CTA, this year's retreat was a highly interactive event focused on helping senior staff leaders solve many of the challenges they face as leaders in the association community.

The retreat began with attendees engaged in a brainstorming session to identify the issues they were facing within their association. During this first session, Aaron employed an innovative technique using a "magic wall", where attendees shared topics and they were organized into categories in real time.

Some of the challenges to appear on the magic wall included membership recruitment, member retention, and engagement. There were also financial challenges, questions about strategic planning, and even technology issues. Attendees were then organized into groups in order to begin exploring solutions to these issues in a team environment. At the end of the retreat, each one of nine groups presented a case study on their particular issue. The case study included an analysis of the issue and an outline of a potential solution.

Not surprisingly, one theme common to most of these issues is people. Whether those people are members, volunteer leaders, or other staff, much of an association executive's job involves people. Naturally, many of the solutions put forth during the retreat involved ways to work better with people through relationship building, coalition building, or simply more effectively leading a team. Many of the case studies highlighted ways to better communicate with a targeted audience.



CLOCKWISE FROM TOP LEFT: Steve Yeakel and Steve Akridge discuss leadership issues; Doug Gray pins a challenge on the "magic wall"; Bob Ramsey hits it off with his group; Maureen Dingus explores solutions with peers.

The retreat ended with attendees developing accountability partners amongst themselves. These accountability partners were assigned check-in times over the next 90 days to ensure the learnings and to-dos from the retreat would not be forgotten.

Of course, none of this would have been possible without the support of the event sponsors or the host, **Keswick Hall**. Jim Shideler and Debbie

Dabney with Keswick went above and beyond in providing attendees luxurious accommodations and amazing food. **Keswick Hall**, located just a few minutes east of Charlottesville offers the perfect intimate setting for small meetings like this retreat as well as board retreats and other small leadership gatherings. The resort was the perfect location for a meeting of senior executives getting together to strengthen each other and the association community.

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# ANOTHER YEAR, ANOTHER SUCCESSFUL EXPO

CONTINUED FROM PAGE 1

John talked about how different generations experience life and what this means for our associations both as members and as employees. While traditional generations “live experiences”, the new millennial generation “shares experiences.” He challenged attendees to think about what this means for our associations and its members.

After breakfast, attendees could pick from a number of breakout sessions or attend a Meeting Planner Roundtable. At the roundtable discussion, attendees had open discussions about the issues they face in their organization and then shared potential solutions with one another. The breakout sessions included topics such as online learning, association management systems, and using LinkedIn.

After a morning of top notch educational content, the doors to the trade show hall were opened and attendees perused over 60 booths of hotels, resorts, CVBs, and other products and services to help them better serve their members and customers. The creativity in this year’s booths was unmatched. There were tailgates, convertibles, selfies, and even a mermaid at this year’s show.

From creative booth displays to engaging content and great networking, it was another successful year for Virginia’s only trade show dedicated to the association industry.



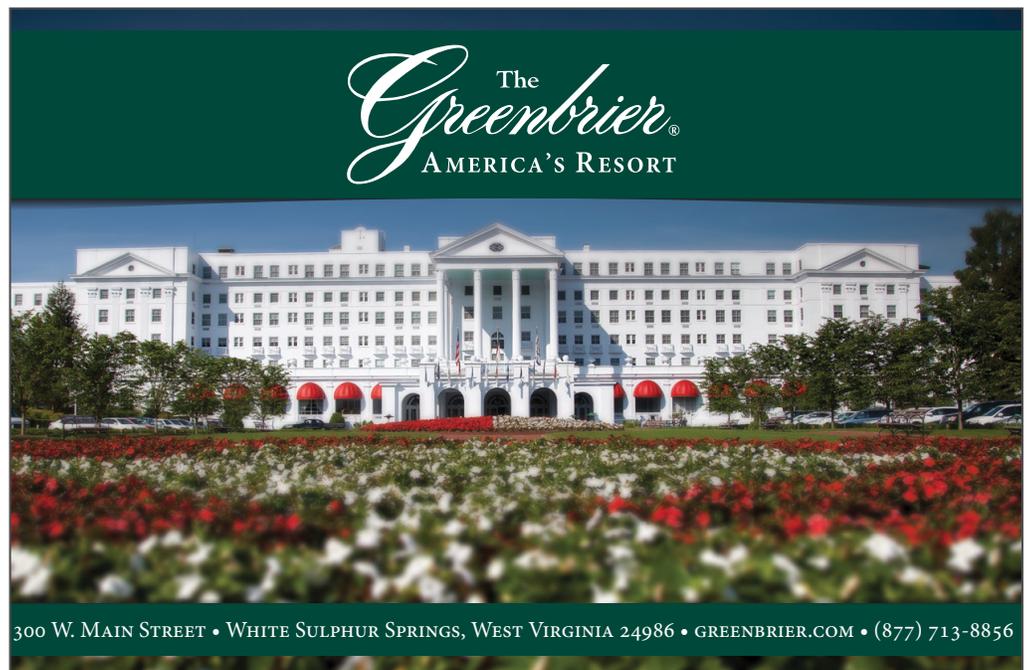
## VSAE PRIZE WINNERS

**CONGRATS TO SHELLEY GRAVATT**, VA Beer Wholesalers Association, who is the September Luncheon Evaluation Prize Winner.

Her prize is a one-night weekend stay at the Richmond Marriott Short Pump.

**CONGRATS TO AMY VEALEY**, VA Association of Counties, who is the Expo Passport Prize Winner.

Her prize is a weekend getaway for two at Colonial Williamsburg Hotels.



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## AUCTION DONATIONS

As the **Holiday Luncheon & Silent Auction** fast approaches, we ask that you begin donating auction items to our highly anticipated Silent Auction.

In addition to the great exposure this year's auction can offer your company, you'll also be doing your part to serve your association community. A portion of the event's proceeds will go to Bikes for Kids, a Richmond-based program managed by VSAE member **Andrew Mann**.

Please visit [vsae.org/silentauction](http://vsae.org/silentauction) to learn more and submit your donation.

## HEALTH CARE CORNER



**MONTY DISE**  
President  
Asset Protection Group, Inc.

Employers of all sizes are working to find ways to reduce health insurance costs. Many employers are offering multiple plans within their organization and reimbursing the employee's premium on the lowest cost plan. Most insurance companies now allow small employers, including those employers who employ less than five employees, to offer multiple benefit plans.

Monty Dise | (804) 423-7700.  
[mdise@apgroupinc.com](mailto:mdise@apgroupinc.com)

## MEMBER SPOTLIGHT

### Steve Alkridge, VA Automotive Association

#### Top 3 Goals for 2016?

Increasing our membership, having a productive General Assembly, and putting together a successful convention and trade show in April.

#### When you're not at work..

I'm typically spending time with my wife and dogs, working out, or playing golf. If it's football season, I'll be watching the Dallas Cowboys, the Richmond Spiders, or the Crimson Tide.

#### What's on your iPod?

I'm a big music guy, so there's an eclectic mix of music. Everything from the Beatles to Billy Joel to David Bowie to Robin Thompson.

#### Top 3 Tips for Executives?

Definitely take advantage of networking opportunities at VSAE to pick other executive's brains, stay as organized and focused as possible (for me especially without a staff), and take the time to get to know your board members and other players in your association.



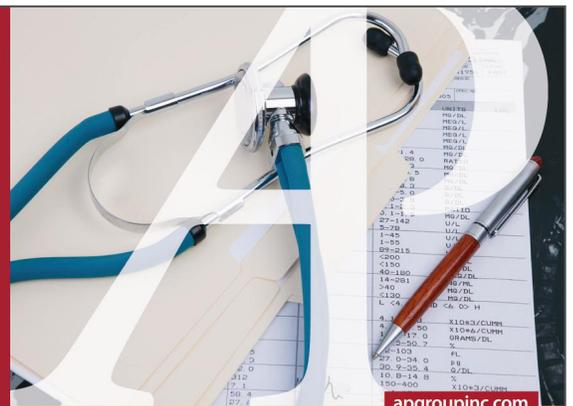
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## WELCOME NEW MEMBERS

### ASSOCIATE

Sandy Sekeet

Virginia Beach Resort Hotel &  
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Virginia Beach

### EMERGENCY PREPAREDNESS WORKSHOP

The Meeting Planner Shared Interest Group will be holding an **Emergency Preparedness Workshop** from November to January. Attendees will come away with a resourceful guide for meetings, the office, and the community.

Session dates and times will be announced on the [vsae.org](http://vsae.org) calendar, with the first being on November 19. The sessions are free for members and \$30 per session for non-members to attend. For more information, write Tracie at [tracie@vsae.org](mailto:tracie@vsae.org) or call her at (804) 249-2244.

### 2016 MEMBER DUES

Renewal notices for 2016 VSAE member dues will be going out in the coming weeks. The following are the membership dues for 2016.

#### EXECUTIVE

1-2.....\$325 (\$305)  
3+.....\$165 (\$155)  
Non-Resident.....\$275 (\$255)

*\*Early-bird rate in parenthesis. Renew by 1/9.*

#### ASSOCIATE

1-2.....\$525  
3+.....\$275

#### SEMI-RETIRED.....\$60

If you have any questions regarding membership, please write Tami at [tami@vsae.org](mailto:tami@vsae.org) or call her at (804) 249-2232.

## THANK YOU TO OUR 2015 PARTNERS

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Oceanfront

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## VSAE PARTNERS

VSAE's Partners provide the opportunity to strengthen the association management community. They go the extra mile to ensure highest quality service to the members they serve. Want to know how VSAE's Partners can help your association? See the list to the right and learn more.



### Make Boar's Head your Hot Spot for this Year's winter meeting.

Book a midweek meeting before March 31, 2016 and select an enhancement for your event. [Click here](#) for more information on our winter meeting package or email [Meetings@BoarsHeadInn.com](mailto:Meetings@BoarsHeadInn.com)

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## PARTNER HIGHLIGHT:

When people come together, you need to make it great. So rethink everything you know about meetings and bring your best ideas to the **Westfields Marriott Washington Dulles** hotel. A unique blend of traditional style and up-to-the-minute technology, Westfields will elevate your meeting experience in every way.

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Let Westfields Marriott provide the spark – you provide the imagination. Swim in the large indoor/outdoor swimming pool, and relax in the beautiful poolside courtyard. Count on masterful service, amazing food, and ideal spaces for every need. Close to Washington Dulles International Airport and downtown D.C., Westfields Marriott is Northern Virginia's premier gathering facility, where great minds gather and work feels a lot like play.

### HIGH-TECH HIGH TOUCH

Bring your best ideas to Westfields Marriott. Take advantage of the latest technology with our on-site PSAV partners. Choose from Complete or Daily Meeting Packages designed to cater to your group needs or make the place all yours, with an Exclusivity Package. Reserve the entire hotel, just for your group.

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courts, and easy access to Fred Couples Signature Golf Course nearby. The Fairfax Dining Room is open daily for breakfast and available on request for customizable conference dining for lunch and dinner. On select holidays and Sundays, experience the Fairfax Dining Room's award-winning brunch. Wellington's is open daily for lunch and dinner offering casual dining options paired with craft cocktails and local beer and wine. Westfields Lounge proudly brews Starbucks coffee.

### READY TO BOOK?

[www.westfieldsmarriott.com](http://www.westfieldsmarriott.com) or call Westfields at (703) 818-0300.

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A dark-themed collage with a white topographic map background. At the top center is the Marriott Westfields Washington Dulles logo. Below it, on the left, is a close-up of a person's hands holding a tablet. On the right is a smaller version of the hotel exterior photograph. At the bottom, the text 'WESTFIELDS MARRIOTT WASHINGTON DULLES' is written in a small, white, sans-serif font. Below that, in a larger, bold, white, sans-serif font, is the slogan 'MEET AT THE SWEET SPOT OF INNOVATION &amp; CO-CREATION'.

## AROUND THE COMMONWEALTH



**Mike Ward**, Executive Director of the Virginia Petroleum Council, has announced that he will be retiring in December. He plans to spend more time working with charities, non-profit groups, church volunteer programs, and the Virginia Red Cross.

**Dee Dee White** of Covington Meetings & Events was recently elected to the Associated Luxury Hotels International (ALHI) Industry Advisory Council. This prestigious group of hand-selected association and corporate meeting professionals acts as advisors to ALHI's worldwide hotel membership.

The **Richmond Marriott Short Pump** (formerly the Richmond Marriott West) recently announced the completion of their multi-million dollar renovation. The renovation includes a greatroom and bourbon bar. The grand opening was held on October 6.

The **Society of Government Meeting Professionals** (Old Dominion Chapter) will hold their November Chapter Meeting on November 4 at the DoubleTree by Hilton Richmond - Midlothian. The program topic will be focused on cyber security.



### SERVE ON THE VSAE BOARD

The Nominations Committee is now accepting nominations for the **2016 VSAE Board of Directors**. The board, comprised of 15 directors, helps set the strategic direction for VSAE.

The committee is looking for candidates who want to give back to the association community and have input in the future direction of VSAE.

If you meet the qualifications to serve (member in good standing for 3 years or more and have been involved in a broad base of activities), we encourage you to apply.

Visit [vsae.org/leadership](http://vsae.org/leadership) to download a Candidate Form. Complete this and return it to the VSAE office by November 20.

### 2015-2016 OFFICERS

**Wilmer Stoneman, III, CAE**  
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**Barbara Homiller, MBA, CAE**  
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**Courtney Fleming**

**Nancy Israel, MPA**

**Ray LaMura**

**Crystal MacDonald**

**Danny Mitchell, AAI**

**Gail Phillips, CAE**

**Duront "D." Walton, Jr., CAE**

**Steven Williams**

### 2016 SEMINAR PASSES

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

Seminars cost VSAE members **\$40** each. You can save on passes by ordering a package deal. For more detailed information, please visit [vsae.org/seminarpasses](http://vsae.org/seminarpasses).

### ASSOCIATION PRESS

Published by the Virginia Society of Association Executives

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**Brandon Robinson, CAE**  
*Editor*

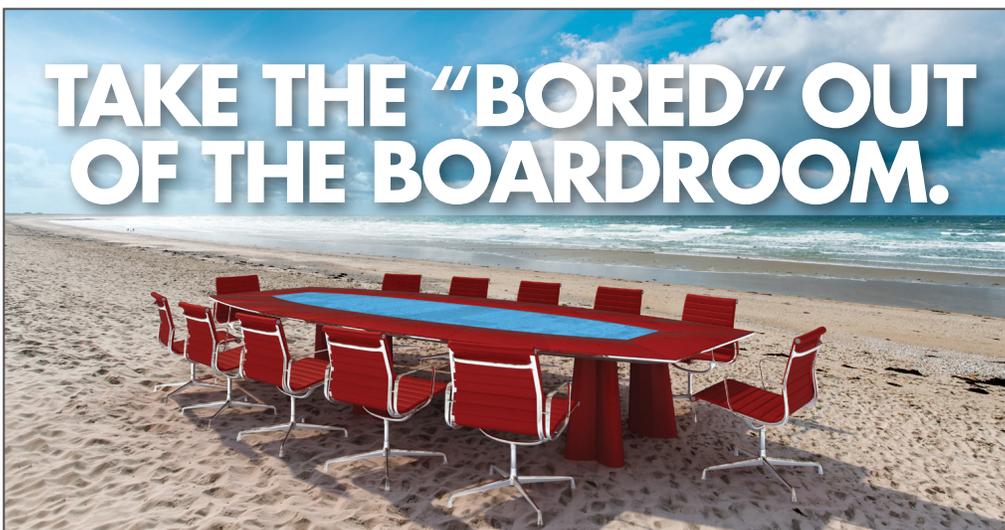
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