

2021 VIRGINIA LEADERSHIP RETREAT

**AUGUST 5-8, 2021
HOT SPRINGS, VA**



This summer, join leaders in the community association industry from across Virginia as they gather at The Omni Homestead Resort in Hot Springs for the Virginia Leadership Retreat. This extended weekend of education, networking and fun is not to be missed!



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**VIRGINIA
LEADERSHIP
RETREAT**
Community Associations Institute

ENROLL TODAY: VALEADERSHIPRETREAT.ORG



2021 SCHEDULE

(subject to change prior to event)

THURSDAY, AUGUST 5, 2021

1:00 PM – 3:00 PM	VLR Registration
1:00 PM	Mini Golf Tournament
3:00 PM – 4:00 PM	VLR Bingo
5:00 PM – 7:00 PM	"Icebreaker" Networking Event

FRIDAY, AUGUST 6, 2021

9:30 AM	VLR Golf Tournament
10:00 AM – 12:00 PM	Education Session
12:00 PM – 4:00 PM	VLR Registration
1:00 PM – 3:30 PM	Paint & Sip
2:30 PM – 3:30 PM	Craft Beer Tasting
4:30 PM – 6:30 PM	"Pep Rally" Welcome Reception
8:00 PM – 10:00 PM	"Tailgating" After Dinner Event

SATURDAY, AUGUST 7, 2021

7:00 AM – 8:30 AM	Breakfast
8:00 AM – 10:00 AM	Registration
8:30 AM – 9:45 AM	Choice of Three Educational Sessions
10:00 AM – 11:45 AM	General Session Keynote Address
11:45 AM – 1:00 PM	Choice of Three Educational Sessions
1:00 PM – 2:15 PM	Lunch with Education
6:30 PM – 9:30 PM	"Homecoming" Dinner Celebration

SUNDAY, AUGUST 8, 2021

7:00 AM – 8:30 AM	Breakfast
9:00 AM – 10:30 AM	Educational Session
10:30 AM	VLR Closing Comments & Prize Drawing

THE VIRGINIA LEADER RETREAT VLR UNIVERSITY *"THE" Place for Leaders*

In early August, a team of Community Association Industry Leaders will take a road trip to The Omni Homestead Resort in Hot Springs, Virginia for the Virginia Leadership Retreat, an extended weekend of education, networking and fun with other industry professionals. For the past eleven years, Leaders from throughout Virginia and the Washington Metropolitan area have gathered together to participate in networking events and advanced educational seminars tailored to the changes in legislature that affect our region, as well as the challenges faced by our industry professionals. Whether you are coming from Washington DC, Maryland, or Virginia, the Virginia Leadership Retreat is an affordable and local opportunity to earn education credits – all while having some extracurricular fun in the process.

Every year the Retreat boasts its own flavor and theme, and this year we are putting a collegiate spin on the event and inviting industry alumni to join us for Homecoming weekend. Get your jerseys and pom poms ready to rally with other professionals from the final four bracket of Virginia CAI chapters. There is no better way to bond with colleagues than by teaming up on the golf course in the morning, pre-gaming on the Lazy River in the afternoon, and gathering in the dining hall to finish out the evening. There is never a dull moment at the VLR, but make sure to spend a little time outside of the Retreat's schedule to take advantage of all that is offered at The Homestead. The Resort offers activities such as hiking, canoeing, mountain biking, paintball, archery, horseback riding, and many more. Or would you prefer to be relaxing on the sidelines rather than working out on the field during your stay? Try the adults-only Serenity Garden Pool, or enjoy a vast array of health and wellness treatments, massages, and salon services at the Spa.

Intrigued? Please continue reading and check out the curriculum in Hot Springs this year. We are recruiting all industry professionals to gather for VLR University – "THE" Place for Leaders in July and want to see you there. The countdown to kickoff begins now!

COURSE CATALOG

One of the most important parts of the Virginia Leadership Retreat is the education. Every year the VLR features education covering the trends and topics resonating across our industry. Sessions are focused over three days and provide advanced interactive educational seminars presented by qualified professionals in the community association industry. The event will help association managers address a wide variety of issues that affect residents and their communities. The event also includes professional development and business development aimed at business owners and industry professionals.

This year the education slate will consist of many engaging topics, which are listed below. **Full class descriptions can be found on our website at www.valeadershipretreat.com under the Education tab.**

- Managing Strange But True Common Area Issues
- It's the Association Feud! Surveys of Ombudswoman's Explanations of Final Adverse Decisions to Complaint... After Complaint...After Complaint!
- Disputes with Outside Vendors - What Do I Do First?
- Managing the Unmanageable - Tools and Techniques for Resolving Effectively the Issues Created by Owners with Mental Illness
- Rogue Directors: Legal Strategies On How to Deal With Them and How to Reign Them In
- Six Ways to Drive Volunteerism in Your Community
- Work-Life Balance...An Achievable Goal or An Urban Legend?

Classes are held Friday, Saturday and Sunday of the event. Please visit our website at www.valeadershipretreat.com or email questions to vlrcommittee@gmail.com





EXTRACURRICULARS



In addition to the great education, the VLR provides a variety of ways to relax, energize, network, and just plain have fun! Those who arrive on Thursday (or earlier) can take advantage of an impressive array of recreational activities that The Omni Homestead provides, as well as some extra special activities the Committee has planned for early arrivals. The spa & wellness center, innovative dining experiences, a lazy river with water slides, as well as a beautiful and challenging miniature golf course are all favorites. So, whether you choose to bask in The Homestead's charm and relax your days away or if you prefer to be entertained, you will not be disappointed. This year, we have several special things to enhance the fun: the VLR Golf Tournament, Craft Brewery Tasting & Tour, Paint and Sip, VLR Bingo, Networking Scavenger Hunt, Mini Golf Tournament, Live Music, and so much more!! Bringing a friend or your family? While you are attending classes, friends & family members of all ages will be entertained! They can enjoy any of the wonderful amenities that The Omni Homestead Resort offers. Also, the VLR has special pricing on The Omni Homestead Activity Punch Cards. Please inquire onsite at Allegheny Outfitters if you are interested in purchasing these for your family. *Please mention the "VLR."*

VLR GOLF TOURNAMENT:

Get a crew together for one of the most popular VLR activities – the Friday morning VLR Golf Tournament. Join fellow conference attendees for a day of golf on the resort's famous Old Course with networking, delivered lunch, and fun. If you are a golfer, you will not want to miss the event. The competition is on for the coveted first place bragging rights (and trophies!). It promises to be an event to remember. Register soon for Early Bird pricing.

EARLY BIRD ACTIVITIES:

As in previous years, the VLR will be hosting group activities for your enjoyment and networking pleasure. Make sure you arrive at The Homestead early on Thursday to participate in the Annual Mini-Golf tournament - pick up your free passes at Thursday's early bird registration. Also, Thursday arrivals will be just in time for VLR Bingo and the "Icebreaker" pre-event networking/scavenger hunt.

CRAFT BEER TASTING:

Back by popular demand, the VLR will once again head to the Bacova Beer Company in downtown Hot Springs for the Craft Beer Tasting and Tour. This popular "hometown" spot features at least 8 unique and flavorful brews each day and has expanded its operation since the VLR was there in 2019. Bacova has added a kitchen so that you can enjoy some delicious snacks while you sip. Scheduled on Friday afternoon, it's the perfect way to refresh your palate after a day on the links or get ramped up for the "Pep Rally" Welcome Reception later that evening. The tasting is limited to 25 attendees, so register early to reserve your spot. Must be 21 years or older to attend.

PAINT AND SIP:

What has become a very "in demand" class, Paint and Sip will be back again this year. Also scheduled for Friday afternoon, attendees can plan to show off their "artistic abilities" while enjoying a sip of their favorite beverage. Some of the masterpieces that have been created in prior years are hanging in the homes of CAI members! So, join us for some painting fun and register early as this class does fill up. Must be 21 years or older to attend.

ELECTIVES

In addition to the great education, the VLR provides a variety of ways to relax, energize, network, and just plain have fun! Those who arrive on Thursday (or earlier) can take advantage of an impressive array of recreational activities offered at The Omni Homestead, as well as some extra special activities the Committee has planned for early arrivals.

- Spa & Wellness Center
- Historic Golf Courses
- Craft Brewery Tasting & Tour
- Family Bingo
- Innovative Dining Experiences
- Zip Line Tour
- Paint & Sip
- Networking Scavenger Hunt
- Lazy River & Water Slides
- Kayaking & Canoeing
- Miniature Golf Tournament
- Live Music & More!

Whether you choose to bask in The Homestead's charm and relax your days away, or if you prefer to be entertained, you will not be disappointed! Inquire on site at Allegheny Outfitters to receive special VLR pricing on Activity Punch Cards.



COMMENCEMENT ADDRESS FEATURING KEYNOTE SPEAKER:

RYAN MUNSEY

The author of *F*ck Your Feelings* and co-founder of The Better Human Project, Ryan Munsey is a sought-after thought leader who specializes in high performance and the development of both individuals and organizations.

He personally coaches Olympic and professional athletes, Special Forces Operators, Hollywood celebrities, and leading entrepreneurs and C-Level executives while speaking and hosting leadership workshops around the world.

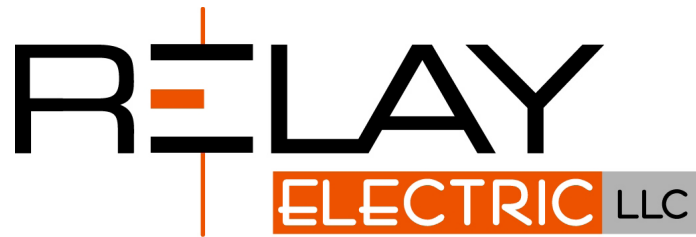
In 2012 he opened his own performance training facility, House Of Strength in his hometown of Roanoke, Virginia. HOS quickly became a leader on the local and global level, helping dozens of athletes earn college scholarships while also contributing to leading national and international publications like *Men's Health*, *Men's Fitness*, *T-Nation* and *EliteFTS*.

In the last 3 years, Ryan has worked closely with renowned scientists, researchers, Navy SEALs, C-level executives, entrepreneurs, Olympic and professional athletes to unlock the secrets of high performance individuals and teams. During that time he's hosted 2 top-rated podcasts in the health and wellness space, most recently co-founding the Better Human Project with Ryland Hormel and Josh Crowther.

His book, *F*ck Your Feelings*, synthesizes his first decade of knowledge and experience into a neuroscience-based exploration of high performance and success.



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Virginia Leadership Retreat

2021 REGISTRATION FORM

August 5th - August 8th, 2021



In order for us to better serve you, please ensure you complete BOTH sides of this registration form.

Company Name: _____

1st Registrant	Designation(s)	E-Mail Address
2nd Registrant	Designation(s)	E-Mail Address
3rd Registrant	Designation(s)	E-Mail Address
4th Registrant	Designation(s)	E-Mail Address

Company Address/City/State/Zip Code	Business Telephone Number
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Registration for Manager Members:

Includes all education sessions, Early Bird Activities, Friday Welcome Reception, Saturday Breakfast, Lunch & Dinner & Sunday Breakfast.

Non CAI Manager members will be charged an additional fee.

	By June 18th	After June 18th
1st Registrant	\$295	\$345
2nd & Additional Registrants	\$245	\$345

From same firm/association. Discount applies only when registrants are submitted together. (CAI Members only)

Registration for Business Partner Members:

Limited to first 40 Companies. Includes education sessions as space permits, Early Bird Activities, Friday Welcome Reception, Saturday Breakfast, Lunch & Dinner and Sunday Breakfast. **Registration fee includes TWO Company Representatives.** All Business Partners will have the opportunity to display their information on a 3' x 4' draped table top during the day Saturday.

	By June 18th	After June 18th
Two Company Representatives	\$750	\$800
3rd & Additional Registrants	\$300	\$375

From same firm. Discount applies only when registrants are submitted together (CAI Business Partner Members Only).

☐ Please check here if your company would like to utilize the 3'x4' table top . Electricity is **NOT** available.

Registration for Additional Adult Guests: Includes Friday Welcome Reception, Saturday Breakfast & Dinner and Sunday Breakfast. Guest fee does not include educational sessions or Saturday lunch. Please indicate here ONLY if you need additional tickets for guests. Adult guest tickets are reserved for spouses/friends. Adult guest tickets may not be purchased for managers or CAI Business Partner Members.

	By June 18th	After June 18th
Guest Registrant	\$225	\$260

Name of Adult Guest	Name of Adult Guest
Name of Adult Guest	Name of Adult Guest

PAYMENT POLICY: No registration will be processed without full payment. The Virginia Leadership Retreat accepts checks in U.S. Dollars, American Express, Discover, MasterCard and Visa for your convenience. Please make checks payable to Virginia Leadership Retreat or CAI. Please forward payments to: Virginia Leadership Retreat c/o WMC-CAI, 7600 Leesburg Pike, Suite 100 West, Falls Church, VA 22043. If paying by credit card, please complete ALL information on reverse side of this form.

SUITCASING POLICY: The Virginia Leadership Retreat and CAI have a no-tolerance policy regarding "suitcasing", which describes the practice of non-registered companies or individuals soliciting sales and/or representing their services or soliciting conference participants for conflicting social activities. Violators of this policy will be ejected from the event and charged the business partner registration rate (\$800), which must be paid prior to registering as an attendee, exhibitor or sponsor at any future Virginia Leadership Retreat, CAI conference or event.

CANCELLATION POLICY: Registration Fees are non-refundable. All tickets purchased onsite are non-refundable.

PRIVATE PARTY POLICY: Hospitality suites and hosted events must be approved by the Virginia Leadership Retreat and CAI. Only hosted events approved or sponsored by the Virginia Leadership Retreat and CAI are permitted during official conference activities

PHOTO DISCLAIMER: By registering for and/or attending any Virginia Leadership Retreat and CAI event I understand that publicity photographs and/or videos may be taken during the event and my likeness may appear in these images. By registering for and/or attending the event, I hereby give permission that photos and/or videos containing my likeness may be used for publicity or general information purposes including, but not limited to, publication on the Virginia Leadership Retreat and CAI website or other publicity, whether in print or electronic mediums, which may be seen by the general public. Virginia Leadership Retreat and CAI will not seek any further permission nor provide any notification before using such images.



Contact Us: 703-750-3644 | vlrcommittee@gmail.com | facebook.com/virginaleadershipretreat

Golf Tournament Registration: Registration includes a boxed lunch, greens fees and a cart. Additional snacks and beverages are available for purchase at the golf course. The Golf Tournament is on Friday, August 6, 2021 beginning at 9:30AM and is available on a first come, first served basis. For more information about The Homestead's Old Course, please visit www.thehomestead.com or call 1-540-839-1766.

	By June 18th	After June 18th
Registration Fee	\$150	\$195

Name of Golfer

Name of Golfer

Name of Golfer

Name of Golfer

Brewery Tour & Tasting: On Friday, August 6, 2021 you will join others on a Brewery Tour & Tasting class. Open to all VLR Registrants and guests. *Participants must be 21 years of age or older.*

	By June 18th	After June 18th
Registration Fee	\$55	\$60

Name of Participant

Name of Participant

Name of Participant

Name of Participant

Paint & Sip: On Friday, August 6, 2020 "Sign up, show up, sip up, paint!" Enjoy some wine and create memories that will last a lifetime in our two- hour painting class. Session will be conducted by an Instructor from Wine and Design. Sure to please your palette and your palate! *Participants must be 21 years of age or older.*

	By June 18th	After June 18th
Registration Fee	\$85	\$90

Name of Participant

Name of Participant

Name of Participant

Name of Participant


Special "Early Bird" Events: Arrive at The Homestead on Thursday, August 5, 2021 and join in the Networking Fun! The VLR has planned several events throughout the day on Thursday, August 5th and Friday, August 6th to start the retreat out on a lively note. Join us for fun and prizes while getting to know other Retreat attendees. Guests and family members are welcome to attend these events as well as a special private matinee movie on Saturday in The Homestead Theater. All activities are FREE to conference attendees and their guests who pre-register. Please let us know which of these events you will be attending by sending an email to the committee at: vlrcommittee@gmail.com. Registration for the Full Conference and Special Events will be on Thursday morning before the activities begin.

Room Block Information: To make hotel reservations, please visit: <https://www.omnihotels.com/hotels/homestead-virginia/> or complete the online form on any of the Virginia Chapter websites. If you have questions, please call 800-838-1766. The "VLR Rate" is \$269.00 plus a \$25 resort fee. This year the room rate includes: Valet Parking, Access to the Fitness Center & Indoor Pool, Access to the Family Pool Complex, Daily Newspaper, Nightly Movies in the Historic Theater and Wireless Internet in the Guestrooms & Public Areas. Attendees are responsible for ALL hotel reservations and costs. Please do not include the hotel pricing information on this form.

Registration or Event	Fee Before June 18	Fee After June 18	Total
1st Full Conference Manager Registration (non CAI members, please add \$100 per registrant)	\$295	\$345	\$ _____
2nd & Additional Manager Registration (from same firm)	\$245 x _____	\$345 x _____	\$ _____
Business Partner Registration (includes 2 representatives)	\$750	\$800	\$ _____
3rd & Additional Business Partner Registration	\$300 x _____	\$375 x _____	\$ _____
Additional Adult Guest(s)	\$225 x _____	\$260 x _____	\$ _____
Golf Tournament	\$150 x _____	\$195 x _____	\$ _____
Paint & Sip	\$ 85 x _____	\$ 90 x _____	\$ _____
Brewery Tour & Tasting	\$ 55 x _____	\$ 60 x _____	\$ _____
		Grand Total	\$ _____

All registrations MUST include payment. VLR accepts checks, American Express, Discover, MasterCard and Visa for your convenience. Forms may be scanned to events@caidc.org to secure limited spacing with payment to follow. Please make checks payable to Virginia Leadership Retreat. If paying by credit card, you must complete the following:

_____ Name on Card	_____ Expiration Date
_____ Credit Card Number	_____ CW Code
_____ Email for Receipt	_____ Billing Address Zip Code



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