



*The Center for Association Leadership*

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FOR IMMEDIATE RELEASE**

## **ASAE Welcomes Virginia Beach CVB as New Event Partner**

**WASHINGTON**— ASAE has announced that the Virginia Beach Convention & Visitors Bureau has signed on as a new event partner in ASAE's Alliance Partnership Program, as of Feb. 1.

The Alliance Partnership Program was developed to provide the industry partner community with opportunities to align itself with ASAE and the association sector through customized marketing platforms. It also offers partners the chance to help build and maintain year-round relationships with ASAE members and nonprofit communities worldwide.

The Virginia Beach CVB is the official destination marketing organization responsible for promoting year-round leisure, business, meetings and conventions, international and sports travel to Virginia's most populous city. Virginia Beach is also the number one vacation destination in Virginia and plays host to numerous association meetings, conferences and events.

"The Virginia Beach CVB and the city's meetings professionals have had a long history of involvement with ASAE but we are thrilled to welcome them officially into the Alliance Partnership Program family," said ASAE President and CEO Susan Robertson, CAE. "Virginia Beach is expanding its meetings capacity and offers numerous opportunities for organizations looking to create safe and memorable meetings and events in a mid-Atlantic destination close to many major metropolitan cities. ASAE looks forward to a long and mutually beneficial relationship with this city and its full-service DMO."

"The American Society of Association Executives, a consummate leader in the association world for decades, just celebrated its 100<sup>th</sup> anniversary. We are happy to announce that Virginia Beach has entered into a partnership with this amazing, first-class organization," said Sally Noona, interim vice president of sales and marketing at the Virginia Beach CVB. "It is such an honor to partner with ASAE, and we look forward to serving, growing and engaging with the society and its members in the years ahead."

For more information about the ASAE Alliance Partnership Program, please visit [ASAE](#) or contact Dan Melesurgo at [dmelesurgo@asaecenter.org](mailto:dmelesurgo@asaecenter.org).

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### **About Virginia Beach**

Virginia Beach, one of Virginia's most populous cities, resides where the Chesapeake Bay meets the Atlantic Ocean. The city is home to 35 miles of sandy beaches, a flourishing culinary and craft beer scene, rich history, a variety of arts and entertainment and family-friendly attractions that keeps visitors entertained year-round. For more information about Virginia Beach, visit [www.visitvirginiabeach.com](http://www.visitvirginiabeach.com).

**About ASAE**

ASAE is a membership organization of more than 48,000 association executives and industry partners representing 7,400 organizations. Since it was established 100 years ago, its members have and continue to lead, manage, and work in or partner with organizations in more than a dozen association management disciplines, from executive management to finance to technology. With the support of the ASAE Research Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge, and future-oriented research for the association and nonprofit profession and provides resources, education, ideas, and advocacy to enhance the power and performance of the association and nonprofit community. Visit ASAE at [asaecenter.org](http://asaecenter.org).