

82nd Annual NYSAC Fall Conference

October 3-5, 2010

Turning Stone Resort Casino

Verona, New York



WELCOME!

The New York State Cemetery Association of Cemeteries is pleased to invite you to our 82nd Annual Fall Conference to be held October 3-5, 2010 at Turning Stone Resort and Casino in Verona, New York located just thirty miles east of Syracuse.

The format has been changed this year to make the conference more affordable. It will be a half day shorter than last year and include two rooming options. As always, you will find the conference packed with fun, entertainment, education and recreation.

The golf outing is scheduled for Sunday afternoon followed by dinner and live entertainment by Charlie Thomas' Drifters. Monday, spouses and guests can participate in a guided nature walk and the past president's luncheon. Afterwards, they can learn the art of beautiful floral arranging by attending a complimentary flower design workshop made possible by our sponsors.

Our expert speakers will present their timely and informative presentations on Monday and Tuesday. Topics will include updates from the Government and Legal Affairs Committee and the New York State Division of Cemeteries. Keynote, Ken Gronbach, will address the affect of shifting demographics on our present and future. Please take the time to review this year's exciting program!

The resort has beautiful accommodations, great meeting facilities, five golf courses, spa services, property-wide liquor availability and casino gambling. You will not be disappointed! So, why not return your registration today?

I look forward to seeing you and sharing good times at Turning Stone!

Sincerely,



John P. Toale, Jr.
Conference Chair

P.S. – Sponsors are very important to the success of our conferences and enable us to keep registration fees reasonable. If your company or organization is able to contribute, our Association will be very grateful. Thank you.

Live Musical Entertainment!

Join us for an unforgettable evening where Charlie Thomas' Drifters will perform the music which has become the sound track of America's pop culture. The Drifters were phenomenal Atlantic recording artists who appeared 37 times on the pop charts, had five songs in the top ten and the number one single, Save the Last Dance for Me. No other musical group has such instantly recognizable hits as On Broadway...Under the Boardwalk...This Magic Moment...There Goes My Baby...I Count the Tears...and Saturday Night at the Movies.

Out of the two surviving original members of this 50's musical sensation, Charlie Thomas is the only voice on all The Drifter's recordings since 1958. He has been in show business for 50 years and Charlie Thomas' Drifters perform throughout the world. You won't be able to stay in your seats for this one!



Keynote Speaker: Ken Gronbach

Ken Gronbach, seasoned marketing professional and dynamic public speaker, will present this year's keynote addresses. Ken will analyze the present and future through the lens of shifting demographics. He will show you how to improve preparedness, productivity and viability by enabling you to plan for your future with uncanny accuracy.

Ken is a nationally recognized expert and author in the field of demography and generational marketing. He received his Bachelor of Arts degree in Communications and Public Speaking from California State University at Long Beach. Ken consistently receives rave reviews from audiences and sponsoring organizations alike. I assure you...you will enjoy this topic and his inspiring delivery!





PROGRAM

82nd Annual NYSAC Fall Conference

Sunday - October 3, 2010

9:00 – 10:00 am	Government and Legal Affairs Committee Meeting	
10:00 am – 12:00 noon	Board of Directors Meeting	<i>Wildflowers Restaurant at The Lodge</i>
10:00 am – 5:00 pm	Registration	<i>The Lodge Lobby</i>
12:00 – 2:00 pm	Lunch (in package)	<i>Season's Harvest (Tower)</i>
12:00 – 5:00 pm	Supplier Set-up	<i>Catskill Room at the Shenendoah Club House</i>
12:30 – 5:00 pm	Golf Outing (boxed lunches will be on the carts at the Club House)	<i>Shenendoah Golf Course</i>
3:00 pm	Check-in for hotel guests	<i>The Tower and The Lodge</i>
6:00 – 10:00 pm	Cocktail Reception and Dinner, followed by entertainment with Charlie Thomas' Drifters	<i>Shenendoah Club House</i>

Monday - October 4, 2010

7:00 – 10:00 am	Breakfast	<i>Wildflowers Restaurant (Lodge) or Seasons Harvest (Tower)</i>
8:15 am	Welcome and Introductions John Toale, Jr., Conference Chair and Jay Ivler, President	<i>Adirondack Room at the Shenendoah Club House</i>
8:30 – 9:45 am	NYSAC Annual Members Meeting	<i>Adirondack Room</i>
8:30 – 9:30 am	NYSAC Annual Suppliers Meeting	<i>Appalachian Room at the Shenendoah Club House</i>
9:00 – 10:30 am	Spouse/Guest Activity: Complimentary Nature Walk <i>Meet in front of the Shenendoah Club House for an exhilarating guided walk of the beautiful landscape at Turning Stone. Don't forget your walking shoes!</i>	<i>Shenendoah Club House</i>
9:45 – 10:15 am	Introduction of Suppliers	<i>Adirondack/Catskill Rooms</i>
10:15 – 10:30 am	Coffee Break & Exhibits	<i>Catskill Room</i>
10:30 am – 12:00 pm	Keynote: Generational Marketing and Demography Kenneth W. Gronbach , KGC Direct, LLC	<i>Adirondack Room</i>
12:00 – 1:15 pm	Past President's Luncheon	<i>Appalachian Room</i>
1:15 – 2:15 pm	Keynote: Strategic Marketing Plan Kenneth W. Gronbach , KGC Direct, LLC	<i>Adirondack Room</i>
1:30 – 3:30 pm	Spouse/Guest Activity: Floral Arrangement Design <i>The florist at Turning Stone will demonstrate three arrangement techniques. This activity is complimentary and everyone will get to arrange and take home a Halloween or fall theme floral arrangement.</i>	<i>Briar Room, 2nd Floor, Tower</i>
2:15 – 3:00 pm	New York City's African Burial Ground: From Forgotten Cemetery to National Monument Dr. Dennis Montagna , Architectural Historian, National Park Service	<i>Adirondack Room</i>
3:00 – 3:30 pm	Afternoon Break	<i>Catskill Room</i>

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3:30 – 4:30 pm	Government and Legal Affairs Update Frank Giglio , Chair, NYSAC Government & Legal Affairs Committee David Fleming, Jr. , Featherstonhaugh, Wiley & Clyne, LLP	Adirondack Room
	State of the State Update Richard Fishman , Director, New York State Division of Cemeteries	
6:00 pm	Cocktail Reception	Adirondack Room
7:00 pm	Annual Banquet with Installation of Officers	Adirondack Room

Tuesday - October 5, 2010

7:00 – 10:00 am	Breakfast	Wildflowers Restaurant (Lodge) or Seasons Harvest (Tower)
8:30 – 9:30 am	Stories in Stone – Cemetery Symbolism and Iconography Douglas Keister , Photographer	Adirondack Room
9:30 – 10:30 am	Standing on the Borders of Two Worlds: Thoughts on the Nature of Cemetery Landscapes Dr. Dennis Montagna , Architectural Historian, National Park Service	Adirondack Room
10:30 – 11:00 am	Coffee Break & Exhibits	Catskill Room
11:00 am – 12:00 pm	Health Reform - The Time is Now! Michael A. Young , Principal, Buck Consultants	Adirondack Room
11:00 am	Check-out for hotel guests	
12:00 noon	Board of Directors Meeting (Lunch will be served)	Wildflowers Restaurant (Lodge)
12:00 noon	Supplier Breakdown*	Catskill Room

* Suppliers contact Jill Cyr if you need to break down prior to Tuesday.

REPORT FROM THE NOMINATING COMMITTEE

The following have been nominated as Officers of the New York State Association of Cemeteries for the term from October 2010 to September 2011:

President	Andrew Nagle – Trustees of St. Patrick's Cathedral
1 st Vice-President	JoAnne Ryan – Cemetery of the Highlands, Inc.
2 nd Vice-President	Deborah Galassi – Elmlawn Cemetery
Secretary	Ray Planell – The Kensico Cemetery
Treasurer	Richard Moylan – The Green-Wood Cemetery

In addition, the following have been nominated to the Board of Directors for a three-year term ending September 2013:

Joseph Dispenza – The Forest Lawn Group
Jeffrey Reed – Mount Calvary Cemetery Group
Kenneth Taylor – The Green-Wood Cemetery

NOTICE OF ANNUAL MEETING

To all members of the New York State Association of Cemeteries:

Notice is hereby given that the Annual Meeting of the New York State Association of Cemeteries will be held on October 4, 2010 at 8:30 am at the 2010 Fall Conference at Turning Stone Resort Casino, Verona, New York.

DRIVING DIRECTIONS & MAP

FROM SYRACUSE HANCOCK INTERNATIONAL AIRPORT:

Take I-90 (NYS Thruway) East to Exit 33 (Verona); through the tollbooth, travel straight to the stoplight. Take a left onto Route 365 and the next left into the Resort.

FROM ALBANY, NY AND POINTS EAST:

Take I-90 (NYS Thruway) West to Exit 33 (Verona); through the tollbooth, travel straight to the stoplight. Turn left onto Route 365 and the next left into the Resort.

FROM BINGHAMTON, NY AND POINTS SOUTH:

Take I-81 North to Exit 16A; Take I-481 North to Exit 6; Take I-90 (NYS Thruway) East to Exit 33 (Verona); through the tollbooth, travel straight to the stoplight. Take left onto Route 365 and the next left into the Resort.

FROM WATERTOWN, NY AND POINTS NORTH:

Take Route I-81 South; Take I-481 South; Take I-90 (NYS Thruway) East to Exit 33 (Verona); through the tollbooth, travel straight to the stoplight. Take a left onto Route 365 and the next left into the Resort.

FROM NEW YORK CITY:

Take I-87 North (NYS Thruway) to I-90 West (NYS Thruway)

In the Albany Area I-87 becomes I-90. Make sure you stay on the Thruway (Toll Road) and do not exit in the Albany area. If you are on I-87 Northway, get back to I-90 going West.

Take I-90 West to Exit 33 (Verona); through the tollbooth travel straight to the stoplight. Take a left onto Route 365 and the next left into the Resort.

FROM BUFFALO, NY AND POINTS WEST:

Take I-90 (NYS Thruway) East to Exit 33 (Verona); through the tollbooth, travel straight to the stoplight. Take a left onto Route 365 and the next left into the Resort.



ACCOMMODATION DESCRIPTIONS

THE LODGE - The AAA Four-Diamond award-winning Lodge is an elegant all-suite, non-smoking hotel. This beautiful hideaway offers privacy that complements the Resort's recreational activities. The Lodge suites are just steps from fun and excitement, yet still a world away.

THE TOWER - Revel in a stunning panoramic view of the countryside. The 19-story Tower hotel features contemporary styled guest rooms, junior suites and spacious elegant suites. Tower guests enjoy convenient access to the casino and parking garage. Smoking and non-smoking rooms are available by floor.

CONFERENCE ATTIRE

Business attire is appropriate for receptions and dinners, and casual attire is appropriate for breakfast, lunch, meetings and casino.

SPONSORSHIP INFORMATION

Name _____

Firm/Cemetery _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Email _____

Benefits of Sponsorship (Supplier Members Only):

[Cemetery Members will remain anonymous.]

- Your name and company's name will be prominently displayed in the conference program appropriate to the event you are sponsoring. These programs will be distributed in your registration packets at Turning Stone.
- Before each break, during the General Session and cocktail parties, you and your company will be mentioned and thanked publicly by the Master of Ceremonies. At that time, you will have a brief opportunity to introduce yourself and your company with a short commercial/presentation.

I would like to remain anonymous.

Yes, I would like to sponsor an event(s) at the 82nd Annual NYSAC Fall Conference.

Sponsorship Events: *(Please check all that apply)*

- | | | |
|--|------------|----------|
| <input type="checkbox"/> Sunday Night Entertainment | \$1,500.00 | \$ _____ |
| <input type="checkbox"/> Conference Sponsor | \$1,000.00 | \$ _____ |
| <input type="checkbox"/> Golf Prize Sponsor | \$500.00 | \$ _____ |
| <input type="checkbox"/> Spouse/Guest Activities Sponsor | \$250.00 | \$ _____ |
| <input type="checkbox"/> Monday Morning Coffee Break | \$250.00 | \$ _____ |
| <input type="checkbox"/> Monday Afternoon Break | \$250.00 | \$ _____ |
| <input type="checkbox"/> Tuesday Morning Coffee Break | \$250.00 | \$ _____ |
| <input type="checkbox"/> Donation | | \$ _____ |

TOTAL \$ _____

Please return this form to Jill Cyr, NYSAC's Meeting Planner, at PO Box 702, Latham, NY 12110. Your contribution should be made payable to New York State Association of Cemeteries. In order to confirm that your name and company's name are included in our conference program, please submit your contribution by Tuesday, September 7.

If you have any questions, please contact Jill Cyr at 518-783-1134 or jill@nysac.com.

CONFERENCE REGISTRATION FORM

New York State Association of Cemeteries
Saturday, October 2 - Tuesday, October 5, 2010



Name _____		Nickname _____	
Firm/Cemetery _____			
Address _____			
City _____		State _____	Zip _____
Phone _____	Fax _____	Email _____	

Cemeterian Registration*	# _____	\$225.00 per person	\$ _____
Name: _____	Name: _____		
Name: _____	Name: _____		

First Time Attendee - Cemeterian Registration*	# _____	\$175.00 per person	\$ _____
Name: _____	Name: _____		

Spouse/Guest Registration	# _____	\$125.00 per person	\$ _____
Name _____			

Spouse/Guest Activities - (Monday, October 4)

<i>Nature Walk</i>	# _____	Free	
Name: _____	Name: _____		

<i>Floral Arrangement Design</i>	# _____	Free	
Name: _____	Name: _____		

One Day Registration* (Monday, October 4) Includes meetings, breaks and cocktail reception

# _____	\$175.00 per person	\$ _____
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One Day Registration* (Tuesday, October 5) Includes meetings and breaks

# _____	\$100.00 per person	\$ _____
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Golf Outing (Sunday, October 3) # _____ \$105.00 per player \$ _____

(Please indicate the names of those who will be in your foursome.)

Name _____	Name _____
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Name _____	Name _____
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Supplier/Exhibitor Registration*	# _____	\$225.00 per person	\$ _____
Name(s) _____			

Number of 8' tables required	# _____	\$50.00 per table/space	\$ _____
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Electric needed? Yes No Please bring your own extension cords.

Set-up time begins at 12:00 noon on Sunday, October 3.

*** If you are not a cemetery or supplier member of NYSAC, please call the NYSAC office at (518) 783-1134 for a membership application. Membership dues must be submitted with your conference registration.**

Conference forms and updates are available at www.nysac.com.

Return Registration Form by September 7, 2010, to:

NYSAC, PO Box 702, Latham, NY 12110 • Fax (518) 783-1258 • Phone (518) 783-1134
nysac@nysac.com • www.nysac.com

Please make checks payable to NYSAC.

After Monday, September 20, 2010, please add an additional \$25.00 to all Registration Fees.



NYSAC 82nd Annual Fall Conference

New York State Association of Cemeteries

Saturday, October 2 - Tuesday, October 5, 2010



Make your reservation by calling (800) 771 - 7711 and identifying yourself as part of the NYS Association of Cemeteries or by completing and returning this reservation form.

Reservation in the name of:

Mr./Ms./Dr. _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Roommate Name: _____

Arrival Date: _____ Departure Date: _____

Reservation Deadline:
**Thursday,
September 2, 2010**

Check In Time:
3:00 pm

Check Out Time:
11:00 am

- Smoking
 Non-Smoking
 Handicap

RATES PER DAY:

Special Saturday Rates (applicable taxes included; meal plan not included):

Tower Single/Double Occupancy (\$143.19 per night) _____ Lodge Single/Double Occupancy (\$277.50 per night) _____

Sunday and Monday Rates (meal plan included):

Tower Single Occupancy (\$247 per person, per day) _____ Tower Double Occupancy (\$175 per person, per day) _____

Lodge Suite Single (\$381 per person, per day) _____ Lodge Suite Double (\$242 per person, per day) _____

Number of Adults _____ Children: _____ Ages: (See below for Children's Rates) _____

ROOM RATES ARE BASED ON THE FULL AMERICAN PLAN. The package includes breakfast, lunch and dinner daily, along with applicable taxes and service charges. Meal plans start with lunch on the day of arrival and end with breakfast on the day of departure.

CHILDREN'S RATES

Children 12 years and under (sharing parent's room): \$62 per child, per day for food, applicable taxes and service charges.

DEPOSIT POLICY:

A one-night deposit or valid credit card per room is required to secure each reservation. A credit card is mandatory at check-in.

Check (made payable to Turning Stone Resort Casino, LLC)

AMEX MasterCard VISA Discover Exp.Date: _____ Card Number: _____

- Turning Stone Resort Casino will confirm reservations via mail upon receipt of this form.
- Reservations received after Thursday, September 2, 2010, are subject to availability.
- The deposit is applicable to the fulfillment of your designated length of stay. Late arrival or early departure causes forfeiture of deposit.
- Cancellations or changes to arrival or departure dates must be made 24 hours prior to arrival to avoid deposit forfeiture.

TAX EXEMPT STATUS

One of the following Tax Exempt Certificates **must accompany** reservation request form to receive tax exempt status:

- 1) **NYS TAX EXEMPTION** – Form AC946 and Form ST-129 – From each person claiming exemption if they are paying with cash, personal check or credit card (if state voucher is used no form is needed).
- 2) **TAX EXEMPT ORGANIZATION** – Form ST-119.1 – In order to receive exemption, payment must be made entirely by the organization. Any occupancy, food & beverage, incidentals, etc. paid for by a member of the tax-exempt organization with their own cash, check or credit cards are **taxable**.

Reservation Deadline:
Thursday, September 2, 2010
Hotel Fax: (315) 361-7999

PLEASE RETURN FORM (BY MAIL OR FAX) TO:
Turning Stone Resort Casino, c/o Accommodations
5218 Patrick Road, Verona, NY 13478
Phone (800) 771-7711 • Fax (315) 361-7999

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US POSTAGE
PAID
Latham, NY
Permit #30



Musical Guest: Charlie Thomas' Drifters
Keynote Speaker: Kenneth W. Gronback



New York State Association of Cemeteries **Proxy**

KNOW ALL MEN BY THESE PRESENT that I, the undersigned, the duly registered member of _____ Cemetery, do hereby constitute and appoint _____ my proxy to vote at the Annual Meeting and Conference of the New York State Association of Cemeteries, Inc. to be held October 4, 2010, at The Turning Stone Resort Casino, Verona, New York and on such day or days as the meetings may be held thereafter by adjournment or otherwise, hereby granting the said proxy full power and authority to act for me in my name at the said meeting in voting upon all matters specified in the Notice of Meeting, and such business as may properly come before the membership, October 4, 2010, as fully as I could do if personally present, and confirming all that my said proxy or substitute may do in my name and stead.

Signature _____

Please print name _____

IN WITNESS WHEREOF, I herunto set my hand and seal
this _____ day of _____, 2010.

(Notary Seal or Stamp)

NOTE: If the registered member cannot attend this meeting, please sign and return this proxy. Should the registered member attend, this proxy will be null and void.

RETURN BY September 24, 2010 TO:

NYSAC, PO Box 702, Latham, NY 12110 • Fax (518) 783-1258 • Phone (518) 783-1134

New York State Association of Cemeteries

Memorial Service

Please submit the names of those individuals to be included in the memorial service on Monday, October 4, 2010.

1. _____
2. _____
3. _____
4. _____

PLEASE RETURN TO:

NYSAC, PO Box 702, Latham, NY 12110 • Fax (518) 783-1258 • Phone (518) 783-1134