

New York State Association of Town Superintendents of Highways

# LOCAL PEOPLE WORKING ON LOCAL ROADS FOR LOCAL CHANGE!

LOCAL



81<sup>st</sup> Town Highway  
Conference & Expo  
September 14-17, 2010

Join Us!

The Saratoga Hilton & Saratoga Springs City Center  
Saratoga Springs, NY

# LOCAL PEOPLE WORKING ON LC ROADS FOR LOCAL CHANGE

The global financial crisis has truly hit home. It seems like State and Federal leaders are leaving a lot behind for us to figure out on our own. We will need to provide answers for our own questions.

How might we use our resources responsibly to create jobs throughout New York State? We need to build a sound infrastructure for the economic development of our local communities.

How will we accomplish that? We must work harder AND work smarter than ever before!

The 81st Town Highway Conference and Expo is our annual state-wide opportunity to meet collectively—superintendents, industry professionals, and invited guests. We will discuss the important needs of our local highways, departments and communities. Please join us as we work together to define and advance our interests.

## Unity Is Our Strength!

### **Keynote Speaker: Jim Hayhurst, founder of The Right Mountain, Inc.**

Jim Hayhurst, Sr. is an internationally recognized inspirational speaker who has helped thousands to unlock their career and life potential. He has worked for diverse organizations such as: Home Depot, Hewlett Packard, Pennzoil-Quaker State, LEGO, and Tropicana Beverages.



Jim's first book, *The Right Mountain: Lessons from Everest on the Real Meaning of Success*, was the product of his 1988 Mount Everest Climb. The book is now available in seven languages and was a best seller in several countries.

Jim is incredibly passionate about helping people find fulfillment and success in their lives. In 1992, he co-founded Trails Youth Initiatives, a program for youth-at-risk, now a fully accredited four-year program and school located north of Toronto from which over 200 youth have graduated.



### **Ron Kermani, The Kermani Agency**

As a “recovering” newspaper reporter and editor, and a veteran public relations and advertising executive, Ronald Kermani brings a unique blend of experiences and successes to his media and public relations seminars. Kermani received his degree in newspaper journalism from the Newhouse School of Public Communications at Syracuse University.




# 2010 CONFERENCE SCHEDULE

## Tuesday, September 14


- 10:00 am - 2:00 pm      **Expo Set-up** (Saratoga Springs City Center)
- 3:00 - 5:00 pm      **Registration** (The Saratoga Hilton Gallery)
- 3:00 - 6:00 pm      **Expo Grand Opening** (Saratoga Springs City Center, hosted by Yates County)  
**President's Reception** in Honor of Thomas "Willie" Reifsteck  
*[SPONSORSHIP OPPORTUNITY]*
- 6:30 - 8:00 pm      **Welcome Banquet** (Saratoga Ballroom)  
Sponsored by International Trucks
- 8:00 - 10:00 pm      **Exhibit Hall Dessert & Networking** (Saratoga Springs City Center)  
Sponsored by Tenco USA 

## Wednesday, September 15

- 6:00 - 7:00 am      **Early Morning Coffee** (The Saratoga Hilton Gallery)  
*[SPONSORSHIP OPPORTUNITY]*
- 7:00 - 8:30 am      **Breakfast** (Saratoga Ballroom)  
*[SPONSORSHIP OPPORTUNITY]*
- 8:30 - 10:15 am      **Conference Opening Session**  
(Grand Ballroom—President Thomas "Willie" Reifsteck presiding)  
**Keynote Speaker:** "The Right Mountain"— Jim Hayhurst  
*[SPONSORSHIP OPPORTUNITY]*
- 10:15 - 10:30 am      **Break**
- 10:30 - 11:15 am      **Concurrent Sessions**
  - Session A: LADA Presentation
  - Session B: Product Presentations(Available to all expo participants. Please indicate your interest on the registration form.)
- 11:30 am - 12:15 pm      **Lunch** (Saratoga Ballroom and Airway Meadows Golf Course)
- 12:00 - 5:00 pm      **Afternoon Event** (Airway Meadows Golf Course)  
Sponsored by International Trucks 
- 1:00 - 5:00 pm      **Afternoon Tour** (Yaddo Gardens and the Saratoga Springs)  
*[SPONSORSHIP OPPORTUNITY]*
- 6:00 - 10:00 pm      **Exhibit Hall Buffet Dinner & Vendor Night** (Saratoga Springs City Center)  
*[SPONSORSHIP OPPORTUNITY]*

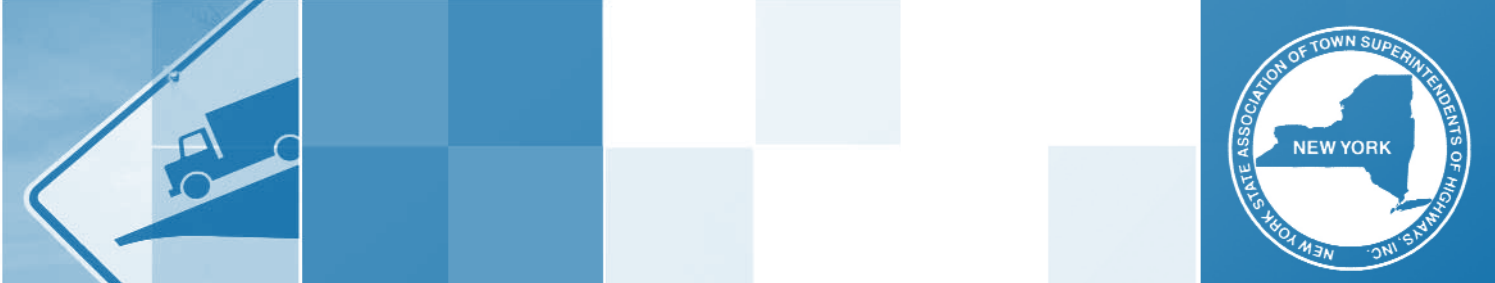
# LOCAL PEOPLE WORKING ON LC ROADS FOR LOCAL CHANGE

## Thursday, September 16

- 6:00 - 7:00 am **Early Morning Coffee** (The Saratoga Hilton Gallery)  
*[SPONSORSHIP OPPORTUNITY]*
- 7:00 - 8:30 am **Breakfast** (Saratoga Ballroom) Sponsored by International Trucks
- 8:30 - 11:15 am **Morning Training Sessions**  
(Grand Ballroom—Vice President Roger Wolfe presiding)  
*[SPONSORSHIP OPPORTUNITY]*
- 8:30 - 9:30 am **“Campaigning with the Media”**—Ron Kermani  
*[SPONSORSHIP OPPORTUNITY]*
- 9:30 - 9:45 am **Break**
- 9:45 - 11:00 am **Legal Advice Panel**—Representatives from the Association of Towns,  
Comptroller’s Office, NYSDOT (Grand Ballroom)
- 11:00 - 11:15 am **Break**
- 11:15 - 11:45 am **Annual Business Meeting**  
(Grand Ballroom—President Thomas “Willie” Reifsteck presiding)
- 12:00 - 1:00 pm **Lunch** (Saratoga Ballroom)  
*[SPONSORSHIP OPPORTUNITY]*
- 2:00 - 5:00 pm **Afternoon Event** (Lake George Steamboat Company)  
Sponsored by Viking Cives USA 
- 6:00 - 7:00 pm **Hotel Reception** (The Saratoga Hilton Gallery)  
*[SPONSORSHIP OPPORTUNITY]*
- 7:00 - 9:30 pm **Banquet** (Saratoga Ballroom—Thomas “Willie” Reifsteck, President presiding)  
*[SPONSORSHIP OPPORTUNITY]*
- 9:30 pm **Special Event:** Comedian Steve Caouette  
*[SPONSORSHIP OPPORTUNITY]*

## Friday, September 17

- 6:00 - 7:00 am **Early Morning Coffee** (The Saratoga Hilton Gallery)  
*[SPONSORSHIP OPPORTUNITY]*
- 7:00 - 8:30 am **Breakfast** (Saratoga Ballroom) *[SPONSORSHIP OPPORTUNITY]*
- 8:30 - 10:00 am **Session** (Grand Ballroom—Vice President Mark Ketcham presiding)  
New York State Retirement System



## How to Register

The fee for the conference and expo is \$99 (\$49 for retirees). To register please use the inserts provided:

- A. **The Conference Registration Form** is for all highway superintendents and others who are not reserving a space in the expo. This form should be sent to NYSAOTSOH headquarters with check, purchase order or voucher.
- B. **The Expo Registration Form** is for all participants representing vendors reserving an expo space. This form should be sent to NYSAOTSOH headquarters with check, purchase order or voucher. All companies must have at least one member of NYSAOTSOH.
- C. **The Hotel Reservation Form** should be sent directly to The Saratoga Hilton.
- D. **The Special Events Form** (optional) should be sent to NYSAOTSOH headquarters.

### Program Cancellation Policy

Anyone canceling their conference registration in writing prior to September 11, 2010 will receive a full refund. There will be no credits issued for no shows, early departures or unused meal tickets. Participants are otherwise responsible for all charges outlined in the registration form submitted to NYSAOTSOH headquarters.

### Hotel and Meal Package Details

September 14-17, 2010; The Saratoga Hilton, Saratoga Springs, NY. Hotel Check-in Time is 4:00 pm. Hotel Check-out Time is 11:00 am.

A block of rooms is available at The Saratoga Hilton. The full conference package includes overnight room for three nights; reception and dinner on Tuesday; breakfast, lunch and dinner on Wednesday; breakfast, lunch, reception and dinner on Thursday; and breakfast on Friday.

The hotel reservation **deadline is August 14, 2010**. Reservations made after this time will be accepted, subject to availability and are not guaranteed at the conference rate.

Payment arrangements for your stay will be required upon arrival in the form of cash or major credit card. **DEPOSITS WILL NOT BE REFUNDED FOR CANCELLATIONS MADE AFTER SEPTEMBER 11.**

Tax Exemption: Please note the above prices do not include sales tax. Tax-exempt certificates must be presented with your registration form and deposit or New York State taxes are additional.

### Part-time and Commuter Details

Those who do not reserve a full conference package at The Saratoga Hilton will need to pay the conference registration rate plus the cost of any meals they plan to attend. The conference **registration deadline is August 21, 2010**. Please make all checks and vouchers payable in US Dollars to:

NYSAOTSOH  
119 Washington Avenue, Suite 300  
Albany, NY 12210

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## 2010 Expo Details

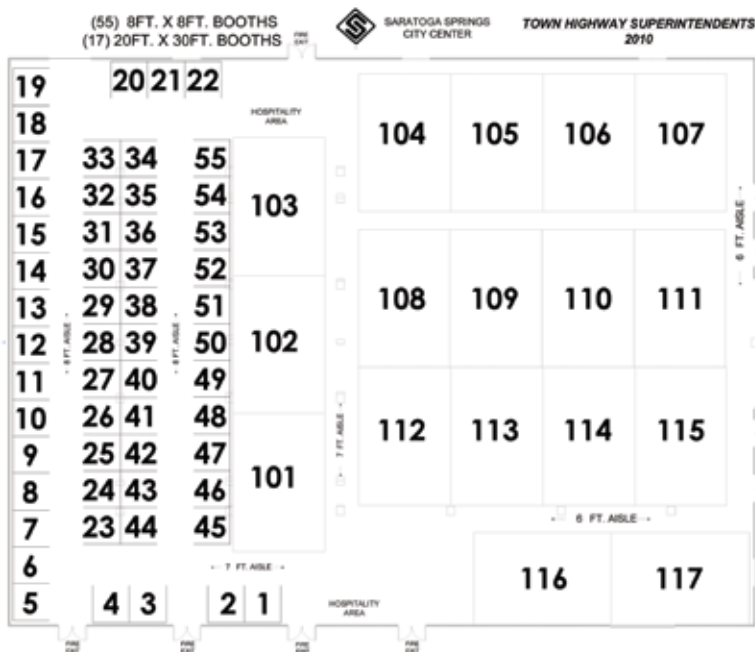
The 2010 Expo will feature vendors from across New York State. We will host multiple opportunities to meet with participants including the President's Reception on Tuesday, September 14th and Vendor Night on Wednesday, September 15th.

All exhibitors will be provided with one six foot table, two chairs and one wastebasket. Electricity is available at an additional cost to the exhibitor. All expo participants must also register for the conference. **All companies must have at least one member of NYSAOTSOH.**

Neither the City Center nor the Hotel will accept shipments prior to the date of the expo. All exhibit materials should be shipped marked "Town Highways Expo" directly to the decorator (Clifton Park Rental Center 871 Main Street, Clifton Park, NY 12065-1097, 518-877-7449).

**September 14-17, 2010 | The Saratoga Hilton | Expo Reservation Deadline: August 14, 2010**

**Cost: Registration per Attendee: \$99 Booth Space: \$500 Equipment Space: \$1,200 Electricity: \$30**



### Equipment Requirements

Located at The Saratoga Hilton, 534 Broadway, Saratoga Springs, NY 12866: The door has dimensions of 18'H by 14'W. Each piece of equipment must weigh less than 30,000 pounds. Wheelboards of 3/4 inch plywood must be used for all wheels, tires, snow plow blades, and back hoes. All equipment must have low levels of fuel and oil due to ventilation concerns. Tarps are preferred to catch any leakage of fluids that may occur. Silicone spray may cause slippery conditions on the floor and must be applied outdoors or with a cloth.

### Vendor Night

Come prepared to join the fun with a game and prizes for your booth. The best games are simple and take a short time to play, but allow space for discussion through the night. (examples: blackjack, darts or a spinning wheel) Prizes may be any promotional item or object of nominal value. (examples: pens, hats or candy)

In order to facilitate more interaction with vendors throughout the conference, all attendees will receive their game card at the beginning of the conference. Game cards will have different numbers in each square corresponding to the vendor booths. Vendors may mark the square at any time during the conference up through the Vendor Night. Completed cards may be turned in for a raffle.

Each vendor is asked to donate a large prize for the raffle. (examples: gift certificates, tools or jackets) Each conference and expo participant will also be eligible to participate in 50/50 drawings.



## Sponsorship Opportunities

The New York State Association of Town Superintendents of Highways, Inc. (NYSAOTSOH) is holding its 81st Town Highway Conference and Expo on September 14-17, 2010 at The Saratoga Hilton and Saratoga Springs City Center, Saratoga Springs, NY.

We are proud of the long history of our organization and the popularity and success of our Association's annual conference and expo. Come show your support and showcase your company's products and services. Sponsorship allows you to raise your profile with town highway superintendents gathered from all over New York State for professional development and unique networking opportunities.

**Reserve your sponsorship early!** Reserve your sponsorship **now** and have your company included in early mailings sent to our entire mailing list. Early sponsor commitment gives you special recognition and additional exposure as we gear up for the conference and expo.

### Event Sponsorship Opportunities

You may direct your sponsorship to a specific event which will highlight your company's name. Sponsoring a specific event provides added visibility to everyone who attends. Your company's name will appear on event signs and will be mentioned at appropriate announcement times. Event sponsorships may also be shared by multiple companies as arranged in advance.

#### Tuesday, September 14

Welcome Banquet	\$5,000
Networking Event	\$5,000

#### Wednesday, September 15

Morning Coffee	\$2,500
Breakfast	\$2,500
Keynote Speaker	\$5,000
Golf Tournament	\$12,000
Afternoon Tour	\$5,000
Vendor Casino Night	\$5,000

#### Thursday, September 16

Morning Coffee	\$2,500
Breakfast	\$2,500
Guest Speaker s	\$5,000
Boat Cruise	\$12,000
Annual Banquet	\$10,000
"Highway Club" Party	\$5,000
Parting Gift	\$2,500

### Customized Sponsorship

Please call Association Headquarters at (518) 694-9313 if you would like to discuss creative ways to sponsor the conference and advertize your company's services.

## The Benefits of Sponsorship:

### Platinum (\$10,000+)

- Free equipment space at the Expo
- Listing as a platinum sponsor on our website with a link to your company website
- Listing as a platinum sponsor in the conference program
- Listing as a platinum sponsor on conference signs
- Listing as a platinum sponsor in our fall newsletter
- Platinum sponsor ribbons for your booth(s) and name tag(s)

### Gold (\$5,000+)

- Free booth space at the Expo
- Listing as a gold sponsor on our website with a link to your company website
- Listing as a gold sponsor in the conference program
- Listing as a gold sponsor on conference signs
- Listing as a gold sponsor in our fall newsletter
- Gold sponsor ribbons for your booth(s) and name tag(s)

### Silver (\$2,500+)

- Listing as a silver sponsor on our website with a link to your company website
- Listing as a silver sponsor in the conference program
- Listing as a silver sponsor on conference signs
- Listing as a silver sponsor in our fall newsletter
- Silver sponsor ribbons for your booth(s) and name tag(s)

### Bronze (\$500+)

- Listing as a bronze sponsor on our website with a link to your company website
- Listing as a bronze sponsor in the conference program
- Listing as a bronze sponsor on conference signs
- Listing as a bronze sponsor in our fall newsletter
- Bronze sponsor ribbons for your booth(s) and name tag(s)



New York State Association of  
Town Superintendents of Highways, Inc.  
119 Washington Avenue, Suite 300  
Albany, NY 12210

## Mission Statement

The mission of the New York State Association of Town Superintendents of Highways, Inc. is to:

- Act as a medium of instruction in highway construction and maintenance.
- Ensure better and safer highways.
- Provide efficient public service
- Realize economies, through exchange of ideas, cooperation, and coordination.
- Promote and support legislation that will benefit the best interest of the people in the towns.
- Promote the principle of Home-Rule.
- Defend the town form of government.

## Driving Directions

to The Saratoga Hilton, 534 Broadway, Saratoga Springs, NY 12866:

**From the South:** Take New York State Thruway (I-87 North) to Exit 24. Take Adirondack Northway (I-87 North) to Exit 15. Turn left off exit. At the 5th traffic light, turn left onto Rock Street. At stop sign, turn right onto Maple Avenue. The Saratoga Hilton parking lot is on your right just after The Olde Bryan Inn.

**From the West:** Take New York State Thruway (I-90 East) to Exit 24. Take Adirondack Northway (I-87 North) to Exit 15. Turn left off exit. At the 5th traffic light, turn left onto Rock Street. At stop sign, turn right onto Maple Avenue. The Saratoga Hilton parking lot is on your right just after The Olde Bryan Inn.

**From the North:** Take Adirondack Northway (I-87 South) to Exit 15. Take right at exit. At the 4th traffic light, turn left onto Rock Street. At stop sign, turn right onto Maple Avenue. The Saratoga Hilton parking lot is on your right just after The Olde Bryan Inn.

Directions to the hotel:

**The Saratoga Hilton and Saratoga Springs City Center:** At the 5th traffic light, turn left onto Rock Street. At stop sign turn right onto Maple Avenue. The Saratoga parking lot is on your right.

Neither the City Center nor the Hotel will accept shipments prior to the date of the expo. All exhibit materials should be shipped marked "Town Highways Expo" directly to the decorator (Clifton Park Rental Center 871 Main Street, Clifton Park, NY 12065-1097, 518-877-7449).



## Thank you to our early sponsors:



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