

89th Annual NYSAC Fall Conference



**Saturday, September 16 -
Tuesday, September 19, 2017**

The Otesaga Resort Hotel · 60 Lake Street · Cooperstown, New York

Presentation Highlights

Empire Graves: The Hall Ball and the Cemeteries of New York

Ralph Carhart, The Hall Ball Project

Embracing Technology for Your Cemetery

*Lori Salberg, Vice President of Sales, PlotBox &
President of Sofos Consulting, LLC.*

Let's Go To the Cemetery Today: Connecting with Community and Winning Its Support

*Lisa Alpert, Vice President of Development and
Programming, Green-Wood*

When the Investment Horizon is Forever

*Bill McCartan, Director of Sales & Partner,
Fenimore Asset Management*

Coming Face-to-Face with Cremation

*John Bolton, President, Blackstone Cemetery
Development*

Saturday, September 16, 2017

Dinner on your own

Sunday, September 17, 2017

- 10:00 AM Government & Legal Affairs Committee Meeting
- 11:00 AM Board of Directors Meeting
- 12:00 – 5:00 PM Registration/Supplier Setup
- 12:30 PM Golf Outing (**must register in advance**)
- 6:00 PM Cocktails with Suppliers
- 7:00 PM Dinner

Monday, September 18, 2017

- 7:00 AM Breakfast
- 8:30 AM President's Welcome & Introduction
- 8:45 AM Annual Meeting/Supplier Meeting/Introduction of Suppliers
- 9:30 AM Break with Suppliers
- 10:00 AM Ralph Carhart - Empire Graves: The Hall Ball and the Cemeteries of New York
- 11:00 AM Lori Salberg, PlotBox - Embracing Technology for Your Cemetery
- 12:00 PM Past Presidents/Suppliers Lunch
- 1:15 PM Lisa Alpert, Green-Wood: Let's Go To the Cemetery Today: Connecting with Community and Winning Its Support
- 1:30 PM Spouses Afternoon Getaway
- 1:45 PM Bill McCartan, Fenimore Asset Management – When the Investment Horizon is Forever
- 2:15 PM John Bolton, Blackstone Cemetery Development - Coming Face-to-Face with Cremation
- 3:00 PM Break with Suppliers
- 3:15 PM Lewis A. Polishook, Director, NYS Division of Cemeteries
- 3:45 PM Government & Legal Affairs Presentation
- 6:00 PM Cocktails with Suppliers
- 7:00 PM Annual Banquet and Installation of Officers/Board Members

Tuesday, September 19, 2017

- 7:00 AM Breakfast
- 9:30 AM Board of Directors Meeting
- 1:00 PM Checkout

Conference Schedule



Hotel Information

The Otesaga Resort Hotel • 60 Lake Street • Cooperstown, NY • 607-547-9931

Rooms are available from September 16, 2017 through September 19, 2017.

Hotel reservation cut-off date is Wednesday, August 16, 2017.

Hotel arrangements are done directly through the hotel, NOT with your conference registration.

Situated in a picturesque lakeside setting, The Otesaga Resort Hotel provides elegant, luxury accommodations amid the best of Cooperstown. A repeat winner of the coveted AAA Four Diamond Award, this majestic Upstate New York hotel exudes the charm and gracious hospitality of a bygone era, while providing a wealth of modern amenities and contemporary conveniences. Enjoy access to a pair of first-class dining options, along with premier recreation, including a heated outdoor pool, fitness room, lake swimming, canoes, rowboats, tennis courts and the award-winning Leatherstocking Golf Course.

With free Wi-Fi, high-definition television, over-sized private baths and artwork reproductions from the renowned Fenimore Art Museum, The Otesaga's luxurious rooms provide a wealth of lavish amenities, along with breathtaking views of shimmering Lake Otsego. Selected as a member of the prestigious Historic Hotels of America by the National Trust for Historic Preservation, The Otesaga is reminiscent of a genteel era, when a gracious welcome was the standard.

Dining Room Attire: Resort Casual; dress shorts are permitted, jackets and ties are optional.

Refrain from: Hats, Graphic T-Shirts, Tank tops for Men, Denim, Swim trunks.

Hotel Room Rates:

Rooms are on a first-come, first-served basis. Reserve as early as possible to receive the group rate. Any early arrivals before Saturday, September 16, 2017 will be at the Group Room Rate only at \$290.00 + Tax (Meals Not Included).

The package rates for Saturday, September 16, 2017 through Tuesday, September 19, 2017 are as follows:

- Single \$290.00
- Double \$372.00 (\$186.00 per person)
- Each additional guest is \$84.00 per night
- \$150.00 plus tax per day Suite Upgrade based on availability

The package includes overnight accommodations per person per night, daily breakfast lunch and dinner, complimentary self/valet parking, and free wifi. In addition you will be charged NYS Sales Tax, unless tax exempt status has been approved.



Reservation Information:

- Reservations may be made online by visiting www.otesaga.com and entering **group code 1985156** in the reservation toolbar in the field 'group', or by contacting the hotel and advising them you are with NYSAC at **800-348-6222**, or **reservation1@otesaga.com**.
- Check in time is 4:00 PM and Check out time is 1:00 PM.
- Rooms are reserved for membership from Saturday, September 16, 2017 through Tuesday, September 19, 2017.
- Rooms are available before the conference and please advise the hotel you are with NYSAC if arriving early.
- Cancellations made between booking and three (3) days prior to your arrival date result in a \$50 fee. Cancellations made within three (3) days of the event result in one night's deposit forfeited.
- Attendees who book a room outside of the room block will be responsible for the cost of meals.
- New York State tax exemption forms will be accepted by the hotel.

ATTRACTIONS:



Baseball Hall of Fame

25 Main Street
Cooperstown, NY 13326
Phone: 607-547-7200

Located on Main Street in the heart of picturesque Cooperstown, New York, the National Baseball Hall of Fame and Museum is one of the country's most popular destinations and is surely the best-known sports shrine in the world. Standing as a three-story red brick building on Main Street, the Museum opened its doors for the first time on June 12, 1939.

A visit to the Hall of Fame is a journey through the past and a chance for you, your family, your friends and future generations to relive baseball's greatest players and moments that made the game what it is today.

Hours of Operation: 9:00am – 5:00pm
Admission Prices: Adults (13-64) \$23.00
Seniors (65+) \$15.00
Children (7-12) \$12.00
Veterans \$12.00
Active/ Career Retired Military - FREE
Children (6 and under) - FREE



The Farmers' Museum

5775 State Highway 80 (Lake Road)
Cooperstown, NY 13326
Phone: 607-547-1450

As one of the oldest rural life museums in the country, The Farmers' Museum in Cooperstown, New York, provides visitors with a unique opportunity to experience 19th-century rural and village life firsthand through demonstrations and interpretive exhibits.

The museum, founded in 1943, comprises a working farmstead, a recreated historic village, the Empire State Carousel, and a Colonial Revival stone barn listed on the National Register for Historic Places. The museum preserves important examples of upstate New York architecture, early agricultural tools and equipment, and heritage livestock. Its collection of more than 23,000 items encompasses significant historic objects ranging from butter molds to carriages, hand planes to plows.

Hours of Operation: 10:00am – 5:00pm
Admission Prices: Adults and Juniors (13-64) \$12.00
Seniors (65+) \$10.50
Juniors (7-12) \$6.00
Children (6 and under) - FREE



Fenimore Art Museum

5798 State Highway 80 (Lake Road)
Cooperstown, NY 13326
Phone: 607-547-1400

Nestled on the western shore of Otsego Lake, housed in an elegant 1930s neo-Georgian mansion, the Fenimore Art Museum presents a perspective on the heritage and history of America through art.

The beauty of the museum setting is matched by the quality of the collections it houses, including some of the nation's finest examples of American landscape, history and genre paintings, American folk art, photography and American Indian art.

The Fenimore Art Museum is dedicated to integrating history with art history and including under-appreciated genres, primarily American folk art and American Indian art, in a broad and progressive American canon. The Fenimore Art Museum seeks to honor the extraordinary ability of ordinary people to shape American culture.

Hours of Operation: 10:00am – 5:00pm
Admission Prices: Adults and Juniors (13-64) \$12.00
Seniors (65+) \$10.50
Children (12 and under) - FREE

Admission is always FREE for members, active military, and retired career military personnel.



Brewery Ommegang

656 County Highway 33
Cooperstown, NY 13326
Phone: 607-544-1800

Brewery Ommegang opened in 1997 to craft-brew fine Belgian-style ales. Ommegang brews eight ales year-round, as well as an extensive and imaginative range of seasonal and specialty ales. The beers have won a national following by connoisseurs of fine beer and are distributed in 43 states and internationally. Ommegang is located on a 136-acre farmstead in Cooperstown, New York and offers free daily tours and inexpensive tastings as well as a well-stocked brewery store and an annual calendar of public events. The 100-seat Café Ommegang offers a menu featuring Belgian-inspired delights and many locally grown ingredients. Ommegang is open every day of the year except for Thanksgiving, Christmas Day, and New Year's Day.

Hours of Operation: Sun - Thurs: 12:00pm – 5:00pm
Fri - Sat: 12:00pm – 9:00pm

Conference Registration Form

89th Annual Fall Conference

Saturday, September 16 – Tuesday, September 19, 2017

Complete form and submit via fax or mail to the NYSAC office. Registration may be done online at www.nysac.com.

Cemetery / Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Names of Those Attending:

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

Conference Registration

	# Attending	Price per person
Full Conference Registration	_____ @	\$225.00
First Time Attendee – Full Conference	_____ @	\$175.00
Spouse / Guest Registration	_____ @	\$125.00

Golf Outing (Sunday, September 17, 2017)

Optional & must register in advance.

_____ @ \$150.00

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

Name: _____ Name: _____

Name: _____ Name: _____



Supplier / Exhibitor Registration

_____ @ \$225.00

Name(s): _____

Number of 8' tables required? _____ \$100.00 per table/space

Electric needed? [] Yes [] No *Please bring your own extension cords.*

Set-up time begins at 12:00 pm on Sunday, September 17, 2017.

*** If you are not a cemetery or supplier member of NYSAC, please call the NYSAC office at (518) 434-1134 for a membership application. Membership dues must be paid and submitted with your conference registration.**

Sponsorship Information – All sponsors will be acknowledged on the conference materials and verbally throughout the event.

Sponsorship Levels:

[] Platinum Sponsor – \$ 2,000.00 [] Gold Sponsor – \$ 1,000.00 [] Silver Sponsor – \$ 500.00 [] Other – \$ _____

GRAND TOTAL \$ _____

Conference forms and updates will be available at www.nysac.com

Return Registration form by September 1, 2017 to:

NYSAC, 99 Pine Street, Suite 207, Albany, NY 12207

Phone (518) 434-1134 • Fax (518) 427-0452

info@nysac.com • www.nysac.com

PLEASE MAKE CHECKS PAYBLE ONLY TO "New York State Association of Cemeteries"

* Please do not make checks payable to NYSAC or any other acronym.

New York State Association of Cemeteries

PROXY

KNOW ALL MEN BY THESE PRESENTS 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 on Monday, September 18, 2017, at The Otesaga Resort Hotel in Cooperstown, 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, on Monday, September 18, 2017, 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

Dated

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.

Please return by September 1, 2017 to:
NYSAC, 99 Pine Street, Suite 207, Albany, NY 12207
F: (518) 427-0452 T: (518) 434-1134



Report from the Nominating Committee

The following have been nominated as Officers of the New York State Association of Cemeteries for the term September 2017 to September 2018:

President George Baker
Webster Union Cemetery Association, Inc.

Vice-President Philip J. Tassi
The Ferncliff Cemetery Association

Secretary Jeffrey Reed
Mount Calvary Cemetery Group

Treasurer Richard J. Moylan
The Green-Wood Cemetery

The following have been nominated to the Board of Directors of the New York State Association of Cemeteries for a three-year term ending September 2020:

Joseph P. Di Troia
U.S. Columbarium Company/Fresh Pond Crematory

Justin Locke
Pinelawn Memorial Park

Richard Touchette
Catholic Cemeteries of the
Roman Catholic Diocese of Albany

Notice of the 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 Monday, September 18, 2017 at 8:45 a.m. at the 2017 Fall Conference at The Otesaga Resort Hotel in Cooperstown, NY.

Note: If the registered member cannot attend this meeting, please go online at www.nysac.com or call the NYSAC Office at 518-434-1134 to receive a proxy. The proxy should be completed and returned to the NYSAC Office via fax or mail by September 1, 2017.