



**Saturday, September 14 –
Tuesday, September 17, 2019**

91ST ANNUAL NYSAC FALL CONFERENCE

The Thayer Hotel • 674 Thayer Road, West Point, NY

PRESENTATION HIGHLIGHTS

The Invisible Force – How Organizational Culture Impacts People and Profits

Gary O'Sullivan, CCFE, The Gary O'Sullivan Company

Five Disciplines for Creating and Maintaining a Successful Sales Organization - How Great Sales Organizations are Created by Design and Maintained by Discipline

Gary O'Sullivan, CCFE, The Gary O'Sullivan Company

Recent Developments in New York State Paid Family Leave Law

Joseph DeGiuseppe, Jr., Bleakley Platt

Embracing the Customer Service Revolution

Lori Salberg, Johnson Consulting Group

Tackling the Dreaded 'C' Word – The Cemetery Edition

Poul Lemasters, Lemasters Consulting

Ask the Superintendent Panel

CONFERENCE REGISTRATION FORM

91ST ANNUAL FALL CONFERENCE

Saturday, September 14 – Tuesday, September 17, 2019

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 _____

Name 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

One Day Registration _____ @ \$175.00

West Point Tour (Sunday, September 15, 2019) _____ @ \$45.00
Optional & must register in advance.

Golf Outing (Sunday, September 15, 2019) _____ @ \$105.00
Optional & must register in advance.



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

Name: _____ Name: _____

Name: _____ Name: _____

Supplier / Exhibitor Registration _____ @ \$250.00

Name(s): _____

Number of 8' tables required? _____ \$150.00 per table/space Electric needed? [] Yes [] No
Please bring your own extension cords. Set-up time begins at 12:00pm on Sunday, September 15, 2019.

*** 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 PLUS* – \$2,750 [] Platinum Sponsor – \$2,000 [] Gold PLUS* – \$1,250 [] Gold Sponsor – \$1,000
[] Silver Sponsor – \$500 [] Other – \$_____

*Platinum PLUS includes exclusive sponsorship of a coffee break

GRAND TOTAL \$ _____

*Gold PLUS includes shared sponsorship of the Annual Banquet Cocktail Hour

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

Return Registration form by September 6, 2019 to:

NYSAC, 111 Washington Avenue, Suite 501, Albany, NY 12210

Phone (518) 434-1134 • Fax (518) 427-0452 • info@nysac.com • www.nysac.com
PLEASE MAKE CHECKS PAYABLE ONLY TO "New York State Association of Cemeteries"
*Please **DO NOT** make checks payable to NYSAC or any other acronym.

CONFERENCE SCHEDULE

KEYNOTE SPEAKERS

SUNDAY, SEPTEMBER 15

9:00am – 10:00am	Government & Legal Affairs Meeting (Committee members only)
10:00am – 12:00pm	Board of Directors Meeting (Board Members only)
12:00pm	Golf outing
1:00pm	West Point Tour
6:30pm – 7:30pm	Cocktail Hour
7:30pm – 9:00pm	Dinner

MONDAY, SEPTEMBER 16

8:25am – 8:30am	Presidents and Chair Welcome to Conference
8:30am – 9:30am	Annual Member Meeting
9:30am – 10:30am	Gary O'Sullivan - The Invisible Force – How Organizational Culture Impacts People and Profits
10:30am – 11:00am	Coffee Break
11:00am – 12:00pm	Gary O'Sullivan - Five Disciplines for Creating and Maintaining a Successful Sales Organization
12:00pm – 1:15pm	Lunch
1:15pm – 2:30pm	Ask the Superintendent
2:30pm – 3:15pm	Joseph DiGiuseppe: Recent Developments in NYS Paid Family Leave Laws
3:15pm – 3:45pm	Coffee Break
3:45pm – 4:45pm	Lori Salberg - Embracing the Customer Service Revolution
4:45pm – 5:45pm	Supplier Members Meeting
6:30pm – 7:30pm	Cocktail Hour
7:30pm – 9:00pm	Dinner

TUESDAY, SEPTEMBER 17

8:30am – 9:45am	Poul LeMasters – Tackling the Dreaded 'C' Word – The Cemetery Edition - Part I
9:45am – 10:15am	Coffee Break
10:15am – 10:45am	Poul LeMasters – Tackling the Dreaded 'C' Word – The Cemetery Edition - Part II
10:45am – 12:00pm	Government and Legal Affairs Update and Division of Cemeteries Report
12:00pm	Board of Directors Meeting

POUL LEMASTERS, ESQ.,

Lemasters Consulting



Poul began his career in deathcare more than 20 years ago as a funeral director and embalmer. He quickly recognized that the growing risk and liability in deathcare

along with the lack of support and resources for those in this profession made for a deadly combination. So, he decided to go to law school—and he passed!

Today, Poul uses his unique background in both deathcare and law to provide resources and counsel to other deathcare professionals. He gets calls for assistance in risk management, daily operational conflicts, form and contract reviews, valuations, and regulatory matters. Basically, all the exciting issues our profession has to offer. Poul advises several funeral home, crematory, cemetery, and trade associations across the United States. He also shares his know-how with those in the field by serving as Cremation Coordinator and Advisor for ICCFA's Cremation Education Program.

GARY O'SULLIVAN

The Gary O'Sullivan Company



From entering the pre-need business at the age of eighteen selling door-to-door to becoming a senior vice president of a public company to starting his own

consulting and speaking firm in 2001, today Gary is an internationally known speaker and consultant. Gary is the Dean of the ICCFA University's Sales and Marketing College; he has been a keynote speaking at national and worldwide events, from Canada to South America, and has been recognized as the speaker of the decade for an unprecedented two consecutive times by the ICCFA, in 2000 and again in 2010. He is also the co-creator of The System University, the profession's only independent online training and development program. His CD and DVDs programs on selling pre-need and sales management have sold thousands of copies over the years. His CD series, The Basic Approach to Selling PreNeed is the best-selling audio series in the history of preneed.

HOTEL INFORMATION

THE THAYER HOTEL - WEST POINT, NY

Seated on a hilltop in Upstate West Point, NY, with commanding views of the Hudson River and the United States Military Academy, The Historic Thayer Hotel at West Point has been a national treasure since opening in 1926. Visited by past U.S. Presidents, international leaders and celebrities alike, this hotel is like no other in the world. Come and discover a captivating blend of over 200 years of military history combined with a full array of modern comforts and amenities. In addition to guests visiting West Point, our full-service hotel is perfect for leisure travelers and recreational adventurers seeking to experience the natural beauty of the Hudson Valley: the charming river towns, burgeoning farm-to-table restaurant scene, scenic wineries and wine trails, and beautiful country lanes meandering through apple orchards, horse farms and roadside farmer's markets. Discover one of the most legendary hotels, where the grand history and traditions of the United States Military Academy meet modern elegance and comfort.

Rooms are available from September 14, 2019 through September 17, 2019

Discounted room rates have been arranged for NYSAC attendees and include all group meals from Sunday evening until Tuesday morning. In order to secure discounted rates, you are strongly encouraged to make reservations prior to Thursday, August 15, 2019. To make a reservation with the NYSAC group rate please call The Thayer Hotel Reservations Department at **845-446-4731 ext. 7997** and advise them that you are with the New York State Association of Cemeteries. *Please be advised that reservations with the NYSAC group rate cannot be made online and that the hotel does not accept American Express.*

Hotel Room Rates:

Rooms are on a first-come, first-served basis. Reserve as early as possible to receive the group rate.

The package rates for Saturday, September 14, 2019 through Tuesday, September 17, 2019 are as follows:

- Single Occupancy Rate - \$385.00 per night
- Double Occupancy Rate - \$570.00 per night (\$285.00 per person)
- Single Jr. Suite Rate - \$485.00 per night

The package includes overnight accommodations per person per night, daily breakfast lunch and dinner, complimentary self/valet parking, access to the on-premise fitness center, wifi and all service charges. In addition you will be charged NYS Sales Tax and Orange County NY Occupancy Tax, unless tax exempt status has been approved.

Reservation Information:

- Reservations may be made by calling The Thayer Hotel Reservations Department at **845-446-4731 ext. 7997** and advising them that you are with the New York State Association of Cemeteries
- Check in time is 4:00 PM and Check out time is 1:00 PM.
- Rooms are reserved for membership from Saturday, September 14, 2019 through Tuesday, September 17, 2019.
- Rooms are available before the conference and please advise the hotel you are with NYSAC if arriving early.
- 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.
- Attendees may cancel their room reservation up to 72 hours prior to arrival with no penalty. After that point attendees will be charged for the equivalent of 1 night stay.



REPORT FROM THE NOMINATING COMMITTEE

The following have been nominated as Officers of the New York State Association of Cemeteries for the term September 2019 to September 2020:

President Philip J. Tassi

The Ferncliff Cemetery Association

Vice-President Jeffrey Reed

Mount Calvary Cemetery Group

Secretary Nathan J. Romagnola

White Haven Memorial Parks, Inc.

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 2022:

Michael Austin

Elm Lawn Cemetery

Domenick Castiello

Mount Hope Cemetery

Joseph Dispenza

Forest Lawn Cemetery

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 16, 2019 at 8:30 a.m. at the 2019 Fall Conference at The Thayer Hotel in West Point, N.Y.

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 6, 2019

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 16, 2019 at The Thayer Hotel in West Point, 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 16, 2019, 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.

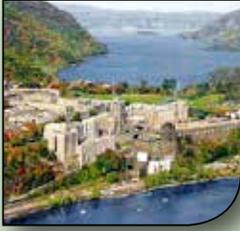
Please return by September 6, 2019 to:
NYSAC
111 Washington Avenue, Suite 501
Albany, NY 12210
T: (518) 434-1134 • F: (518) 427-0452



ATTRACTIONS

WEST POINT, NY

UNITED STATES MILITARY ACADEMY AT WEST POINT

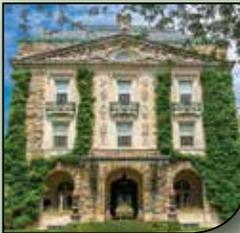


Frederic V. Malek West Point
Visitors Center
2107 New South Post Rd.
Highland Falls, NY 10928
(845) 446-4724

The United States Military Academy (USMA), also known as West Point, is a four-year federal service

academy in West Point, New York. It was originally established as a fort that sits on strategic high ground overlooking the Hudson River with a scenic view, 50 miles north of New York City. The entire central campus is a national landmark and home to scores of historic sites, buildings, and monuments. The West Point Museum is directly adjacent to the visitor's center, in the renovated Olmsted Hall on the grounds of the former Ladycliff College. Originally opened to the public in 1854, the West Point Museum is the oldest military museum in the country. The visitor's center is just outside the Thayer Gate in the village of Highland Falls and offers the opportunity to arrange for a guided tour. These tours, which are the only way the general public can access the academy grounds, leave the visitor's center several times a day.

KYKUIT, THE ROCKEFELLER ESTATE



381 N. Broadway
Sleepy Hollow, NY
(Visitor Center/Parking)
(914)366-6900

Visit Options: Tours offered
Thursday through Sunday,
multiple times a day. Options
include the Classic Tour,
Landmark Tour, Timesaver Tour,
or Grand Tour and range from \$23-\$40.

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Kykuit also known as the John D. Rockefeller Estate, is a 40-room historic house museum in Pocantico Hills, New York. The house was built for oil tycoon, capitalist, and Rockefeller family patriarch John D. Rockefeller, and was home to four generations of the family. The house is a National Historic Landmark owned by the National Trust for Historic Preservation, and tours are given by Historic Hudson Valley. Visitors enjoy the elegant rooms, expansive, beautifully kept gardens and the collection of carriages and classic automobiles. Kykuit is situated on the highest point in Pocantico Hills, overlooking the Hudson River, and has a view of the New York City skyline 25 miles to the south.

WOODBURY COMMON PREMIUM OUTLETS



498 Red Apple Ct.
Central Valley, NY 10917
(845) 928-4000
Visit Options: Open daily, 9AM-9PM

Woodbury Common Premium Outlets is a true showcase for the outlet industry with the largest collection of designer outlet stores in the world. Woodbury Common Premium Outlets continues to create excitement for shoppers with

the addition of new designer brands each year. Opened in late 1985, and expanded in 1993 and 1998, the center now has 220 stores occupying more than 800,000 square feet and is one of the largest contiguous outlet centers in the world. Due to its size, different areas are color-coded to help visitors orient themselves, and on weekends, trolleys are available to transport shoppers from the parking lots and around the center.

BROTHERHOOD WINERY



100 Brotherhood Plaza Drive
Washingtonville, NY 10992
(845) 496-3661 x14

Visit Options: Tour & Tasting Pass (\$15 per person),
Tasting Only Pass (\$10 per person),
Tour Pass (\$8 per person)

Hours: Sunday-Thursday 11:00 AM - 5:00 PM, Friday
11:00 AM - 6:00 PM, Saturday 11:00 AM - 7:00 PM

The Brotherhood Winery is a winery in Washingtonville, New York commonly acknowledged to be the oldest operating winery in the United States. Brotherhood dates back to 1810 when a French Huguenot immigrant named Jean Jaques purchased the land and began planting grapes. By 1839, his first underground cellars were dug and Jaques fermented his first vintage wine. Those cellars, excavated by hand in the late 19th century, are still in use today and house over two hundred oak barrels and feature a crested vault containing some of the oldest vintages in America. The tour and knowledgeable staff at Brotherhood Winery familiarize guests on the complete wine making process, amuse with the storied history of the mysterious vaults, and the many flavors a tasting has to offer is sure to please both the budding and discerning wine lover.

STORM KING ART CENTER



1 Museum Road
New Windsor, NY 12553
(845) 534-3115

Hours of Operation: Monday-Sunday 10:00am - 5:30 pm
Adults - \$18, Children/Students - \$8,
Seniors (65+) - \$15

Storm King Art Center is a 500-acre outdoor museum located in New York's Hudson Valley, where visitors experience large-scale sculpture and site-specific commissions under open sky. Since 1960, Storm King Art Center nurtures a vibrant bond between art, nature, and people, creating a place where discovery is limitless. Building on the visionary thinking of its founders, Storm King supports artists and some of their most ambitious works. Storm King Art Center contains what is perhaps the largest collection of contemporary outdoor sculptures in the United States. Changing exhibitions, programming, and seasons offer discoveries with every visit. Although largely outdoors, the indoor facilities include a museum gallery, visitor center, and museum store.