INSIDE
EDGE
LEARNING

NYSAC
Legislative
Conference
January 27-29, 2020
Desmond Hotel . Albany NY

Exhibitor & Sponsor Opportunities
NYSAC Values Your Support!

New York State Association of Counties’ (NYSAC) mission is to represent, educate, serve and advocate for New York's counties and the thousands of elected and appointed county officials who serve the public.

New York State Association of Counties (NYSAC) and its members value the support and participation of private sector companies that do business with county government. Your support enables our members to engage in training and education that is needed and allows your company the opportunity to develop and strengthen partnerships that offer solutions for our members.

Why Exhibit & Sponsor with NYSAC?

Our exhibitor and sponsorship packages offer companies the opportunity to market their products and services to county officials from across the state. Your employees will have the opportunity to network with our members, represent your brand in a county community and interact directly with local government decision makers. Your brand will be included in conference materials and signage throughout the event as well as other key outlets based on your level of participation.

Who is Your Audience?

Over 2,000 people attend NYSAC events each year. Our attendees are decision makers and department heads from counties in New York State and are highly active consumers in almost every industry.

NYSAC events are great venues to catch up with existing clients and develop new leads.

What is Your Potential Media Reach?

Your reach doesn’t end at our events. We have an engaged group of members and others of interest that are tuned in to NYSAC media and publication channels. Increase your brand awareness within our network of county consumers who are seeking solutions from the products and services your company offers.

### County Attendees of NYSAC Events

- **36%**: County Decision Makers
- **64%**: County Department Heads

### NYSAC Media Outlets

<table>
<thead>
<tr>
<th>NYSAC Media Outlets</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYSAC website</td>
<td>34,000 users annually</td>
</tr>
<tr>
<td>NYSAC News magazine</td>
<td>Distribution + events 4,500</td>
</tr>
<tr>
<td>Counties in the News (enews)</td>
<td>Circulation 1,600</td>
</tr>
<tr>
<td>County Perspective (enews)</td>
<td>Circulation 2,100</td>
</tr>
<tr>
<td>Facebook</td>
<td>Fans 1,425</td>
</tr>
<tr>
<td>Twitter</td>
<td>Followers 3,300</td>
</tr>
<tr>
<td>Event Program</td>
<td>Circulation up to 1,000 Leg. &amp; Fall events</td>
</tr>
</tbody>
</table>
## NYSAC Exhibitor & Sponsor Packages

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>CORPORATE $5,000</th>
<th>PLATINUM $3,500</th>
<th>SPECIAL $1,500 -</th>
<th>GOLD $1,000</th>
<th>EXHIBIT $850</th>
<th>SILVER $500</th>
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<tbody>
<tr>
<td>Complimentary employee registrations</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Access to attend conference workshops</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Access to networking coffee breaks</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Detailed company listing in Exhibitor/ Sponsor Guide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company name recognition in the event program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Company recognition on conference signage</td>
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<td>✓</td>
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<tr>
<td>Pre &amp; post event email highlighting your support from NYSAC to attendees</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Special Thank You in NYSAC News Magazine (4,000 statewide distribution)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Ribbon on name badge identifying your participation level</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Label document sent by email for your company to mail info, regarding your participation 1-2 weeks before event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Complimentary county directory[s] mailed to sponsors of Legislative Conference &amp; handed out to sponsors of Fall Seminar</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
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<tr>
<td>Display of promo items w/ logo imprint at Conference registration desk</td>
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<td>✓</td>
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<tr>
<td>Additional signage in high traffic locations</td>
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<td></td>
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<td></td>
<td></td>
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<tr>
<td>Full page Ad in event program</td>
<td></td>
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<tr>
<td>Company logo &amp; link on NYSAC website</td>
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<tr>
<td>Exhibit booth &amp; sponsorship at the Legislative Conference and Fall Seminar</td>
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<tr>
<td>Premium exhibit space- All Excelsior &amp; Associate partners (receive $100 disc.), and Corporate &amp; Platinum have priority selection of exhibit space by deadline</td>
<td>✓</td>
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<tr>
<td>Depending on the special event, the following may be included: one page flyers on chairs, tweets, emails, short company introduction, ad in conf. program, &amp; more</td>
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<td>✓</td>
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</tbody>
</table>

** Additional benefits apply to special event sponsorships. Please call for more details. **
**Sponsor Information**

**2020 Legislative Conference**
The Desmond Hotel Albany
Albany, New York
January 27-29, 2020

- **CORPORATE** $5,000 up to six registrations incl.
- **GOLD** $1,000 up to three registrations incl.
- **PLATINUM** $3,500 up to six registrations incl.
- **SILVER** $500 one registration included
- **SPECIAL EVENT** up to four registrations included. Call for availability. Have a sponsorship idea? Call to discuss for consideration.

**Women’s Leadership Council Speaker** $12,000
**Taste NY Reception** $10,000
**Keynote Speaker** $5,000
**Lunch Sponsorship (Mon. or Tues.)** $4,000
**Emergency Management Training** $3,500
**Conference Gift** (Item handed out to each attendee) $3,500

- **Breakfast** (Tues. or Wed.) $3,000
- **Coffee Break** (sole sponsor coffee breaks 1 time slot) $3,000
- **Conference Program** $2,000
- **Workshop Sponsor** $2,000
- **Coffee Break** *(option for co-sponsorship at $1,500) $1,500

*Call or email us to inquire about extra benefits that come with the special event sponsorships you are considering.

**NEW! ADVERTISING** We are now accepting ads for the conference program. Advertising is not a sponsorship & event registration is not included. To attend this event, you must be an exhibitor or sponsor.

*Special Event sponsorships at $3,500 or higher include an ad in the program.

Full page color ad $900  Ad commitment due by Jan. 2nd / artwork due by Jan. 10th.

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**Register Online @** **https://www.nysac.org/sponsorship**
Click on the register today button. Please note that registration can only be processed online.

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**How to Purchase Meal Tickets**

If you would like to purchase conference meals, you must purchase them during your NYSAC online registration. Meals are no longer available through the hotel and cannot be purchased onsite during the event.

**Meal options are:**

- **All Event Meals** (includes Mon. lunch and Taste NY Reception, Tues. Breakfast and Lunch, and Wed. Breakfast) $266
- **Monday Meals ONLY** (includes Mon. lunch and Taste NY Reception) $161
- **Tuesday Meals ONLY** (includes Tues. Breakfast and Lunch) $79

**MEALS CAN ONLY BE PURCHASED THROUGH NYSAC IN ADVANCE AND CANNOT BE PURCHASED AT THE EVENT.**

**Payment is required prior to the start of the Conference.**

**Policy:** One company per sponsorship is permitted. Sharing of your sponsorship with a representative of another company is strictly prohibited including partners, consultants, lobbyists, etc. employed by another company. Sharing of your sponsorship with another company may result in a second sponsorship fee. See our Terms and Conditions form for more details.

**Cancellation Policy:** Cancellation of your sponsorship or advertisement and other related fees must be executed via email no later than 30 days prior to the event. Fees will still be due to NYSAC if cancellation is made less than 30 days before the event. A 25% admin. fee will be deducted from any cancellations or refunds made by NYSAC.

**Exhibitor/Sponsor Guide Listing:** There is a section in your online registration to provide your logo and company information to be printed in the Exhibitor/Sponsor Guide that all attendees receive upon check in. This information is required before each event. We do not save information from one event to the next except for logos which we have on file from the last NYSAC event you attended.

**Deadline to submit your logo and company information online for print materials:** January 10th.
Other deadlines may apply depending on your sponsorship level.
Exhibit Information
$850

Register Online at https://www.nysac.org/sponsorship
Please note that registration can only be processed online.

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**Deadline to submit your logo and company information online for print materials:** January 10th.

**Exhibit Booth Includes:** 8’ wide x 8’ deep or 8’ wide x 6’ deep or 10’ wide x 6’ deep exhibit space, back and side draping, 6’ long draped table, 2 chairs, company identification sign, standard electrical outlet, general overhead lighting, cleaning of exhibit area, up to two employee registrations. You may purchase 2 exhibit spaces if you require a wider exhibit space than what is available at the time we receive your request.

**Exhibit Booth Set Up:** Monday, Jan. 27th, 8:30am - 1pm
**Exhibit Hall Hours:** Monday, Jan. 27th, 1pm - 5pm and Tuesday, Jan. 28th, 7:30am - 5pm
**Exhibit Booth Breakdown:** Tuesday, Jan. 28th, 4pm - 6pm

We will email you information regarding equipment rental and delivery and shipping from the Desmond Hotel Albany. If you don’t require these services, you can disregard this information.

**Exhibit Space Selection:** All requests are processed on a first-come first-served basis. No exhibit number/location is guaranteed. You will be asked to provide four booth choices during your online registration. If those spaces are already reserved, we will place you in the next best location. Please see exhibit hall layouts.
This layout is tentative and subject to change.

Fort Orange Courtyard Exhibit Hall
- All booths inside the courtyard are 8ft x 8ft.
- All booths on the walkway are 8ft wide x 6ft deep (these booths are shaded)
King Street Exhibit Hall
All booths are 8ft x 8ft except
those shaded which are 10ft wide x 6ft deep and
#s 64-68, 71 are table top displays only 8ft wide x 6ft deep

THIS LAYOUT IS TENTATIVE AND SUBJECT TO CHANGE.
PAYMENT POLICY: Companies/Agencies are required to agree to all appropriate sponsor fees, exhibitor fees, meal fees, advertising fees, and/or registration fees by registering online. You, as a representative of your company/agency, agree to the terms stated therein. Additionally, you acknowledge that once you register online, your company is responsible for any fees incurred before and during the event whether or not employees of your company attended this event. Payment is due immediately upon receipt of invoice. NYSAC reserves the right to resell and reassign any sponsorships or exhibit space if a company fails to pay for their sponsor or exhibit fee on or before the first day of the event. There is an additional $100 charge for any returned checks.

REGISTRATION: All of your company employees must be registered in advance of the event. Your sponsor or exhibit package includes a certain number of complimentary registrations (see page 3 of this exhibitor/sponsor opportunities packet for details). To register additional employees, there is an additional $75 per person fee. Only employees of your company/agency can be registered under your company sponsorship or exhibit. Partner companies, consultants and lobbyists must register under their own company exhibit or sponsorship. If representatives of another company are registered under your sponsorship or exhibit, your company may be responsible for a second exhibitor or sponsor fee. All private sector representatives must register as a sponsor or exhibitor to attend NYSAC events. Only NYSAC Excelsior and Associate Partners can register at a discounted rate, without having to register as a sponsor or exhibitor. Advertising does not include registration to the event.

CANCELLATION: If you must cancel your sponsorship, exhibit, ad reservation, or meals, cancellation must be executed via email no later than 30 days prior to the event to jmunguia@nysac.org. All cancellations are subject to approval based on marketing and benefits that may have already been provided for your company and all fees may still be due. All applicable fees will still be due to NYSAC if cancellation is made less than 30 days before the event. A 25% administrative fee will be deducted from any cancellations or refunds approved and made by NYSAC.

RESTRICTIONS: The size of exhibit booths available are listed on your exhibitor form and/or exhibit hall layout. If you should bring a display that does not fit in your exhibit space, neither NYSAC nor the venue is responsible to accommodate the oversized display. NYSAC reserves the right to decline or prohibit any exhibit or part of any exhibit, or prohibit or restrict any activity or conduct within the exhibit area which, in NYSAC’s opinion, is not appropriate or would cause NYSAC to be in violation of its contract with the hotel. Exhibitors shall not host a hospitality suite or other events for attendees at any time in which conference events are taking place. Usage of any equipment that disturbs the event such as, but not limited to, microphones, bullhorns, speakers, etc. is strictly prohibited. It is your company/agency’s responsibility to arrange for delivery and shipping with the venue. NYSAC is not responsible for handling sponsor or exhibitor equipment.

LIABILITY AND INSURANCE: All property of the sponsor or exhibitor is under the sponsor or exhibitor’s control and custody during transit and throughout the entire event. Property and personal liability insurance is the sole responsibility of the company that is contracted to sponsor or exhibit. It is recommended that sponsors and exhibitors obtain adequate property and personal insurance coverage, at their own expense, for any property loss or damage and personal injury.

COMMUNICATION: The contact person assigned during online registration will be the sole person that NYSAC directs all correspondence and invoices to related to this event.

NYSAC Events Code of Conduct: The New York State Association of Counties (NYSAC) professional conference enable our members to receive continuing education, build professional networks, and discover new products and services for government efficiencies. To provide all participants - members, speakers, exhibitors, sponsors, staff, and volunteers - the opportunity to learn and share best practice ideas, NYSAC is committed to providing a professional environment for everyone. As an attendee to a NYSAC conference or meeting, you have a shared responsibility to create and maintain that professional environment for the benefit of all.

By registering online, you agree to the terms and conditions on this page and your exhibitor and/or sponsorship opportunities packet.
"Many of the firefighters who went up there, it was the last time we saw them. But they went up. They went up and climbed the narrow stairs to help those that were in their greatest moment of need."

JOSEPH PFEIFER

Chief of Counterterrorism and Emergency Preparedness, FDNY

Chief Pfeifer has commanded some of the largest fires and emergencies in the department’s history and was the first FDNY Chief at the World Trade Center attack on the morning of September 11, 2001.
JANINE DRIVER is the CEO of the Body Language Institute, a NY Times Best-Selling author, an international trainer, TEDx presenter, and award-winning keynote speaker. Janine attained rank #6 on the World’s Top 30 Body Language Professionals and was named one of the top 20 educational trendsetters in the meetings industry by Meetings Today Magazine. Janine is a popular guest on the Dr. Oz Show, Anderson Cooper, NBC’s TODAY, FOX News, CNN’s Larry King Live, and more. She has been quoted in publications such as the New York Times, the Washington Post, Cosmopolitan and Psychology Today. Janine spent over 16 years as a federal law enforcement officer within the Department of Justice and now shares her cunning people-reading skills with thousands of law enforcement officers, lawyers, and judges, as well as the ATF, FBI, CIA, DIA, and International Association of Chiefs of Police.
Join us for a special reception highlighting the flavors of New York State at an array of special food stations featuring regional favorites. Stroll through a series of exhibits promoting New York State products and regional tourism. Sample NYS craft beers, ciders, and other products that celebrate the best of New York!

Monday, January 27th

6:00pm-8:00pm

King Street Ballroom (Ticket Required)

Celebrating New York’s Bounty!
Monday, January 27th

8:30am-5:30pm Registration

9:30am-11:00am **NYSAC Standing Cmts. (Track I)**
- Public Employee Relations
- Children with Special Needs
- Agriculture & Rural Affairs
- Taxation & Finance
- Public Health and Mental Health
- Transportation & Public Works

11:30am-1:00pm **NYSAC Standing Cmts. (Track II)**
- Economic Development, Environment, and Energy
- Medicaid & Human Services
- Native American Affairs
- Public Safety
- Intergovernmental Relations

1:00pm-2:00pm **NYSAC Luncheon**
Special Guest: **Hon. Thomas DiNapoli**
NYS Comptroller *(Invited)*

1:00pm-5:00pm **Exhibits Open**

2:00pm-3:15pm **Workshop Session I**

2:00pm-3:15pm **NYSAC Climate Resiliency Cmt**

3:45pm-5:00pm **Resolutions Committee Meeting**

3:45pm-5:00pm **Workshop Session II**

5:00pm-6:00pm **NYMIR Member Reception** *(NYMIR subscribers only)*

6:00pm-8:00pm **Taste of New York!**
A reception featuring NYS food and beverages to celebrate the bounty of New York! *(ticket required)*
Special Guest: **Lieutenant Governor Kathy Hochul** *(Invited)*

Tuesday, January 28th

7:30am-8:45am **General Breakfast**

9:00am-10:15am **Opening Plenary Session**
Special Guest: **Joseph Pfeifer**
Chief of Counterterrorism and Emergency Preparedness, FDNY
Sponsored by NYSTEC

10:45am-Noon **Workshop Session III**

Noon-1:30pm **NYSAC Business Meeting Part I**
Legislative Luncheon
Special Guest: **Hon. Letitia James**
NYS Attorney General

2:00pm-3:30pm **Workshop Session IV**

3:45pm-5:00pm **Afternoon Plenary Session**
Special Guest: **Janine Driver**
CEO, The Body Language Institute
Sponsored by the NYSAC Women’s Leadership Council

3:45pm-5:00pm **Workshop Session V**

Wednesday, January 29th

8:00am-9:00am **General Breakfast**

8:00am-9:00am **Joint Intercounty Breakfast**
Topic: A Batty Experience
Speakers: NYS Labs, Hudson Valley Wildlife Solutions

9:00am-9:30am **NYSAC Business Meeting: Part II: Resolutions**

9:30am-3:00pm **NYS Emergency Management Certification Training**
Sponsored by AT&T

~County Advocacy in State Capitol~

Agenda is Subject to Change
Criminal Justice Reform I: Bail & Discovery Reform
On January 1, 2020, counties began implementing the state’s sweeping criminal justice reforms. This includes changes to the bail system, which will lower pre-trial incarceration rates, and will also increase other public safety service needs within the sheriff and probation departments. Additionally, new discovery rules are changing the way DAs prepare for trial. Presentations will cover county implementation requirements, current and future challenges, and initial impact to county operations. (Monday, 1/27, 2-3:15pm)

Reforming the New York Early Intervention System & State Fiscal Agent
Early Intervention is the state-mandated program that improves and enhances the development of a child with developmental delays, special needs, or other concerns. This session will provide an update from state officials on proposed budget changes related to the Early Intervention program, as well as recent administrative reforms underway. (Monday, 1/27, 2-3:15pm)

Public Sector Labor Relations
Participants will learn about the unique labor/management relationships existing in county government as established under State law. Topics of this session will include requirements of the Civil Service Law, the Taylor Law, the operations and responsibilities of the Public Employment Relations Board (PERB), and procedures mandated under other relevant state statutes. This session is one of the core course requirements under the County Government Institute. (4 credits). (Monday, 1/27, 2-3:15pm)

New Tools for Source Water Protection in NYS
Protecting drinking water is a high priority for New Yorkers. Amid rising public interest in emerging contaminants, New York State is launching an initiative to provide counties with resources and tools to proactively protect their drinking water sources. Attend this workshop to learn about state guidance and staff support available for your community to develop and implement a drinking water source protection plan. (Monday, 1/27, 2-3:15pm)

Keeping County Roads on a Low-Salt Diet
Counties rely on road salt for roadway safety, but using too much can negatively impact drinking water supplies, vehicles, and county budgets. Attend this workshop to learn about the innovative ways counties are tracking and reducing their road salt use. (Monday, 1/27, 2-3:15pm)

Criminal Justice Reform II: RTA & Innovative Ideas for Repurposing Your Jail
On October 1, 2019, 17-year-old youth in NYS were no longer treated as adults in the criminal justice system. This cohort is now being treated the same as 16-year-olds as we begin the second year of implementing Raise the Age. Join us for an update on RTA implementation. The second portion of this workshop will cover innovative ways for repurposing your jail given projected declines in inmate population. (Monday, 1/27, 3:45-5pm)

Putting the 2020 Census Count into Context
The U.S. Constitution calls for a decennial census to count every person living in the United States of America, and to use that count to determine representation in the House of Representatives. The Census is also used to determine the distribution of billions of dollars in federal funds to local communities. This session will address how counties can help promote the 2020 count. (Monday, 1/27, 3:45pm-5pm)
Building Consensus in a Political Environment: Understanding Dispute Resolution
County leaders are often confronted with the need to settle political differences so that the greater interests of the public can be served. During this session, county leaders will learn skills and techniques to help manage and resolve political conflicts. This is an interactive session, where participants will be grouped with other county officials to jointly work on real issues facing your county so that practical application of the techniques can be demonstrated. This session will be led by the NYS Dispute Resolution Association. (County Government Institute Core Requirement – 4 credits)  (Monday, 1/27, 3:45pm-5pm)

Partnerships for County Success: Using Telemedicine to Improve Care and Save Tax Dollars
An innovative new public-private partnership designed to improve the quality and accessibility of health care for Medicaid patients in Rensselaer County could be replicated elsewhere. The partnership brings together a telemedicine provider, an HMO, County DSS and 9-1-1 services into a virtual app that allows patients to connect with emergency medical providers 24 hours a day, seven days a week. Learn how “ER Anywhere” allows Medicaid patients to consult with emergency medical providers to discuss treatment, to triage any acute medical issue or connect to 9-1-1 if it is deemed necessary. The program provides quick access to medical professionals for patients, while reducing the number of unnecessary emergency room visits.  (Monday, 1/27, 3:45 – 5:00pm)

Assessing and Healing: The Causes and Damage Inflicted by the Opioid Epidemic
The opioid epidemic continues to inflict pain and suffering throughout our communities. Counties are on the frontline trying to triage the crisis with our service providers, including County Health, Mental Health, DSS, Sheriffs, District Attorneys and Public Defenders. Join our panel of experts that will discuss how counties determine the causes and damage of this crisis and the steps counties have taken to heal our communities. (Monday, 1/27, 3:45 – 5:00pm)

State Budget Review
The State Budget continues to face fiscal challenges with a projected deficit of at least $4 billion in 2021. The new legislative majority will be entering its second legislative year and will be managing a shorter calendar to accommodate election changes enacted in 2019. This session will review the Governor’s plan for addressing the deficit and implementing any new initiatives in the coming year. (Tuesday, 1/28, 10:45am – Noon)

Audiences, Messages, and Channels: Communicating Your County’s Story
County leaders face a unique communication challenge: a myriad of issues and opportunities to convey, diverse audiences, and a shifting media landscape. And yet effective communication remains vitally important to the success of county programs and services. In this workshop, you’ll learn techniques to develop a cohesive communications strategy, effectively make your point, and stay connected with your community. (Tuesday, 1/28, 10:45am – Noon)

What “Climate Leadership” Means for Your County
Preparations for implementing the landmark NYS Climate Leadership and Community Protection Act (CLCPA) are already underway. How
will the country’s most ambitious climate targets impact your county?
Attend this workshop to unpack New York’s new climate law.  
(Tuesday, 1/28, 10:45-12pm)

**Innovative Ways to Connect with Constituents**
As the technology and demographics within our counties change, it is important to find new ways to engage and support residents. This session will highlight the innovative ways to engage with diverse constituencies.  
(Tuesday, 1/28, 10:45-12pm)

**Hemp: A Budding Industry in NYS**
New York’s farmers are cultivating the multi-million-dollar hemp market. This versatile cash crop is used in the manufacture of more than 25,000 products, ranging from clothing and food to building materials and pharmaceuticals. Attend this workshop to learn more about the laws, regulations, and opportunities surrounding cannabidiol (CBD) and hemp-related products.  
(Tuesday, 1/28, 10:45-12pm)

**Strategies for Recruitment: Tackling a Shortage of Volunteer EMS & Firefighter Personnel**
From rural to suburban, a shortage of volunteer firefighters and EMS personnel is affecting counties across New York State. Join us for a county perspective on successful projects to recruit and retain a volunteer firefighter and EMS workforce. Our panelists will cover unique ways in which counties have been tackling this problem.  
(Tuesday, 1/28, 2-3:15pm)

**Using Your Ethical Compass: Ethics Laws and Local Government**
This session will provide an overview of the codes of conduct and legal requirements of county elected and appointed officials under state and local ethics laws, policies and procedures. The session will describe state and local laws governing gifts and inducements, conflicts of interest, financial disclosure requirements, operations of county ethics boards and other areas relating to integrity in government. This session is one of the core course requirements of the County Government Institute (4 credits awarded).  
(Tuesday, 1/28, 2-3:15pm)

**Recycling After China’s Ban: Where Are We Now?**
China began implementing import policies in 2017—often referred to collectively as National Sword—that restrict the importation of recyclables. Many localities in the U.S. have experienced more than a 1,000% increase in their recycling costs since this time. Attend this workshop to learn about the continued impact in NYS and what state resources and policies are being considered to provide relief.  
(Tuesday, 1/28, 2-3:15pm)

**How Counties are Saving Money on Health Insurance**
Health insurance is one of the fastest growing expenses facing counties and local governments. This session will focus on strategies for saving money on county health insurance, including aggregating stop loss coverage, shopping for a PBM, carving out fertility services, and separating Medicare-eligible retirees from active employee plans.  
(Tuesday, 1/28, 2-3:15pm)

**Connecting the Dots: Building Community Wealth to End Hunger**
Food security is multi-dimensional in nature and encompasses four main components: availability, access, utilization, and stability. It is also affected by human, social, financial, and natural capital. In this
moderated discussion, panelists will share policies and other strategies to build wealth equity with the goal of ending hunger. (Tuesday, 1/28, 2-3:15pm)

**Improving Data Collection: Collaboration Between the Field and Office**  
Join us for an overview of how web and mobile GIS can improve access to data from the field and office. GIS applications can assist owners of stormwater conveyance systems in tracking potential sources of discharge pollutants, manage historic records, manage system operation and maintenance, track identity and mitigate illicit connections. Learn how Putnam County implemented GIS processes to provide one overall mapping and maintenance tracking system that satisfies mapping and reporting requirements of the permit program. (Tuesday, 1/28, 3:45-5pm)

**Liquidity Management and Maximizing Your County’s Interest Income**  
County officials will offer current best practices in maximizing interest income. As the Federal Reserve Board adjusts interest rates, you’ll want to hear how this affects you ability to manage your funds locally. (Tuesday, 1/28, 3:45-5pm)

**Resilient Infrastructure: A Sustainable Response to a Changing Climate**  
Over the last decade, every county in NYS has been impacted by severe storms, flooding, or hurricanes that have tested the resiliency of local infrastructure. To confront the new reality of extreme weather, counties will need to make unprecedented investments in flood control and other measures to protect local infrastructure. Learn how counties are preparing for a changing climate and what state resources are available to help. (Tuesday, 1/28, 3:45-5pm)

**Joint Intercounty Breakfast: A Batty Experience**  
Join us for an insightful presentation from the New York State labs as they work to determine if the silver hair bat rabies virus is more pathogenic than other bat rabies viruses and understand the impact of white nose syndrome (WNS) in rabies virus maintenance and its impact on indigenous bat populations. We will also be joined by prevention and remediation experts Hudson Valley Wildlife Solutions, LLC, who specialize in protecting property while also building safe homes for the bats they work with. (Wednesday, 1/29, 8:00am-9:00am)

**NYS Emergency Management Certification and Training Program**  
The NYS Emergency Management Certification and Training (EMC&T) Program supports Governor Cuomo’s strategy of creating unified emergency management training for County Chief Executives and other emergency management stakeholders. The NYS Division of Homeland Security and Emergency Services (DHSES) has worked with the local emergency management community to develop standardized curriculum for three tiers of training aimed at: County Chief Executives (Tier 1), County Emergency Managers (Tier 2) and other local public officials within Counties (Tier 3). County Chief Executives and County Emergency Managers must complete the training (to include annual refresher training) for DHSES grant eligibility purposes. The training covers all facets of emergency management, including disaster preparedness, response and recovery. It also outlines the legal authorities and responsibilities related to emergency management in NYS. DHSES is partnering with NYSAC to deliver this training. (Wednesday, 1/29, 9:30am-2:00pm)
**IMPORTANT HOTEL INFORMATION**

- Hotel reservation must be received by January 10, 2020 after which time the room block will be released and reservations will be accepted based on availability. Please note that the room block CAN sell out PRIOR to the cut off date so register early to ensure a room in the hotel.
- HOTEL DEPOSIT: YOU WILL NEED TO GUARANTEE YOUR RESERVATION WITH A CREDIT CARD OR AN ADVANCED DEPOSIT.
- Check-in time is 4:00 pm. Checkout is 12:00pm. Upon checking out, please pay the hotel directly by cash, check, credit card or county voucher. You must provide a tax exempt certificate in order to receive tax exemption on your hotel bill.
- If for any reason you need to cancel your reservation with The Desmond, please be sure to notify The Desmond (518) 869-8100 DIRECTLY, 72 hours prior to arrival to avoid being charged for the room. If The Desmond is not contacted directly, the registrant is responsible for all hotel charges. Please note that NYSAC cannot accept hotel cancellations. You may cancel this reservation 72 hours prior to your check-in date without charge. Should you fail to arrive or cancel after 72 hours prior to the check-in date, you will be charged for your room. In the event you need to leave or change your reservation once registered, the entire value of your reservation will be charged.

**BOOKING YOUR ROOM AT THE DESMOND:**

**It’s as easy as...**

1. **CALL** 518-869-8100 ask for group code COU.

2. **HOTEL WEBSITE**  
   www.desmondhote lsalbany.com, click on “Book Now” a new page will appear, click book now again, enter dates of your stay, then in box on lower right enter group code COU.

3. **GO TO NYSAC WEBSITE FOR LINK**  
   Visit the NYSAC website at nysac.org/legislativeconference and click on the HOTEL Link to be redirected to the Desmond Online Registration Page. Make sure to put in the COU group code.