

2012 GRASSROOTS ADVOCACY CAMPAIGN FOR LOCAL ROADS AND BRIDGES

MARCH 6-7, 2012

THE HOTEL ALBANY (A HILTON AFFILIATE, FORMERLY
THE CROWNE PLAZA) **SAME HOTEL AS LAST YEAR
ALBANY, NEW YORK



SPONSORSHIP OPPORTUNITIES

Business partners can help us carry our legislative message by actively participating in the Grassroots Campaign and supporting our efforts by sponsoring our 2012 advocacy program.

Reserve your sponsorship early and receive special recognition, as well as early exposure, as we gear up for our Grassroots Campaign. You will have the opportunity to reach over 500 Town and County Superintendents/Commissioners – don't miss this opportunity!

The quality of our program is directly linked to the support we receive from our Affiliate Members. Below are the various levels of support.

SPONSORSHIPS ARE AVAILABLE AT THE FOLLOWING LEVELS:

Diamond	\$10,000	Silver	\$2,500
Platinum	\$7,500	Bronze	\$1,000
Gold	\$5,000		

EVENT SPONSORS:

LOCAL ROADS BUFFET BREAKFAST SPONSOR (EXCLUSIVE): \$12,000

In addition to the overall sponsorship benefits, you will receive your company logo on signs placed on each table at the breakfast and your company banner hung behind the podium.

BUDGET BRIEFING & STRATEGY MEETING SPONSOR (EXCLUSIVE): \$5,000

In addition to the overall sponsorship benefits, you will receive a sponsorship sign with your company logo placed in the briefing room or your company banner hung behind the podium.

TRANSPORTATION SPONSOR: \$5,000

In addition to the overall sponsorship benefits, you will receive a listing with your company logo on all bus signs and bus schedules.

T-SHIRT SPONSOR: \$5,000

In addition to the overall sponsorship benefits, you will receive a listing on signs placed at the gift tables.

NAME BADGE SPONSOR (EXCLUSIVE): \$5,000

In addition to the overall sponsorship benefits, you will receive your company logo placed on the back of all name badges.

SPONSORSHIP BENEFITS

- Special name badges that distinguish your company representatives as sponsors
- Recognition during announcements
- Company listing in event program
- Company listing on event signs located at registration desk
- Company listing on BOTH the NYSCHSA and the NYSAOTSOH websites
- Sponsor recognition in the next edition of BOTH the NYSCHSA Newsletter, *County Highway Times* AND the NYSAOTSOH newsletter, *Town Highway Lines*

WE ARE HAPPY TO WORK WITH YOU TO CUSTOMIZE YOUR SPONSORSHIP TO ACCOMPLISH YOUR MARKETING GOALS. PLEASE CONTACT:

Vicki Charbonneau at NYSCHSA
518-465-1694 or info@countyhwys.org

Michael Thompson at NYSAOTSOH
518-694-9313 or info@nystownhwys.org

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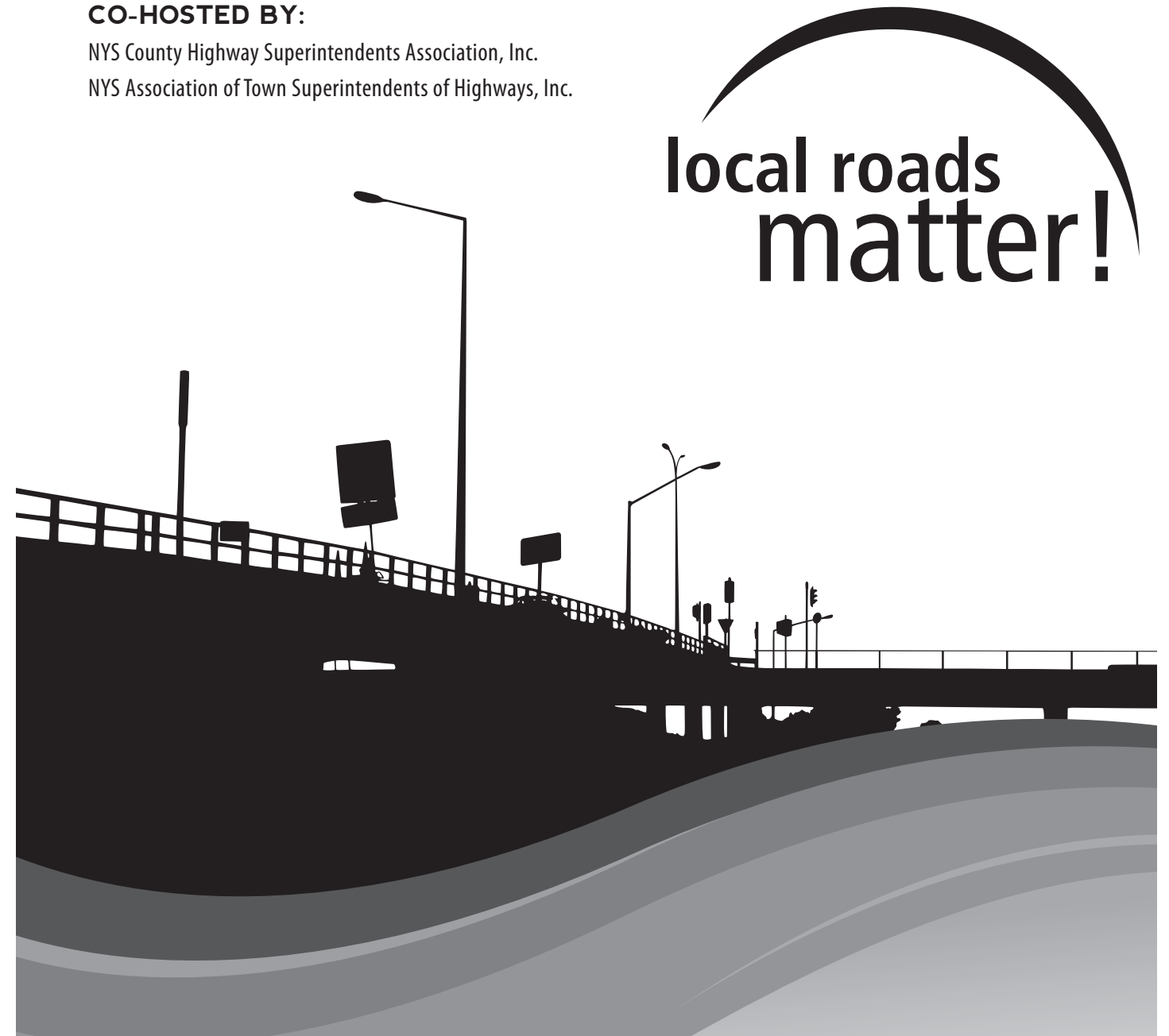


CO-HOSTED BY:

NYS County Highway Superintendents Association, Inc.

NYS Association of Town Superintendents of Highways, Inc.

local roads
matter!



The New York State County Highway Superintendents Association, Inc. and the New York State Association of Town Superintendents of Highways, Inc. continue to be your voice for local roads, local jobs and local communities.

On **March 6-7, 2012**, NYSCHSA and NYSAOTSOH will gather in downtown Albany to meet with New York State Legislative Leaders to advocate for a sound highway infrastructure and economic vitality across New York State! Join us for our Annual Grassroots Advocacy Campaign for **Local Roads & Bridges!**

Our advocacy program begins on **Tuesday evening, March 6th**, with a legislative briefing and strategy meeting, followed by an open reception for Local Roads professionals at The Hotel Albany (formerly the Crowne Plaza—the same hotel as last year.) We will update you on the status of state budget negotiations and the latest political developments. Position papers, talking points and other handouts will be distributed at the briefing.

On **Wednesday, March 7th**, attendees will gather for an early breakfast and briefing at the hotel before boarding shuttles to go up the hill to the Legislative Office Building (LOB) -- about two blocks-- for appointments with state lawmakers and their staff.

LEGISLATIVE APPOINTMENTS

NYSCHSA and NYSAOTSOH Headquarters will work to schedule appointments with ALL legislators outside New York City for participants organized in teams by their NYS DOT regions. Teams will be color coded by region. Each team leader will be provided a schedule of appointments for Wednesday in advance of our Grassroots Campaign.

Copies will also be provided to all participants onsite. Business partner representatives are free to join the team of his/her choice. Balloons displaying the Regions will be placed in the Hotel Ballroom on Wednesday morning so your team can sit together during the morning briefing.

REGISTRATION AND CANCELLATION POLICY

Registration includes the legislative briefing, Local Roads reception, breakfast, and all materials. **There is no fee for registration!**

Please pre-register for the Grassroots Campaign by completing the registration form contained in this packet.

Registration forms must be returned by February 24th. You may also register online at: www.nystownhwys.org.

Anyone who does not cancel in writing at least seven days prior to the start of the event will be billed a \$75 registration processing fee. Sorry, no exceptions.

HOTEL ACCOMMODATIONS

Same hotel—new name. A block of rooms have been reserved for Tuesday night at The Hotel Albany (formerly the Crowne Plaza). **Space is limited. Make your reservation early!** Check-in is 4:00pm and Checkout is 11:00am.

Please make your hotel accommodations by calling The Hotel Albany (formerly the Crowne Plaza) directly at 518-427-3038 no later than 3:00pm on February 5, 2012. Refer to Group Code: ECG to receive the discounted \$142.00 rate (single/ double occupancy).

Rate includes lodging for one night, reception on Tuesday evening, breakfast on Wednesday and your hotel parking. Attendees will be required to guarantee their reservation with one night's prepaid room and tax or with a major credit card.

FOR FURTHER INFORMATION

Any questions about the Grassroots Campaign should be directed to NYSCHSA Headquarters by calling (518) 465-1694 or emailing info@countyhwys.org or the NYSAOTSOH Headquarters by calling (518) 694-9313 or emailing info@nystownhwys.org. Updates will be posted to the Legislative Centers on both websites — www.countyhwys.org and www.nystownhwys.org

DIRECTIONS

DIRECTIONS TO THE HOTEL ALBANY (FORMERLY THE CROWNE PLAZA)

State and Lodge Streets • Albany, NY 12207
(518) 462-6611

From the South: Take the NYS Thruway (I-87) North to Exit 23. After the toll, follow to I-787 North. Take Exit 4 and follow the signs to Broadway by turning left at the 1st traffic light. Continue on Broadway and turn left on State Street. Continue up State Street to the 2nd traffic light and turn right on Lodge Street. The Hotel Albany is on the corner of State and Lodge Streets.

From the North: Take the 'Northway' (I-87) South to I-90 East. Follow I-90 East to I-787 South. Use Exit 4B (Clinton Avenue). At the light, turn left onto Broadway. At the 4th traffic light, turn right on State Street. Continue up State Street to the 2nd traffic light and turn right on Lodge Street. The Hotel Albany is on the corner of State and Lodge Streets.

From the West: Take the NYS Thruway (I-90) East to Exit 24. After the toll, continue to follow signs for I-90 East to I-787 South. Use Exit 4B (Clinton Avenue). At the light, turn left onto Broadway. At the 4th traffic light, turn right on State Street. Continue up State Street to the 2nd traffic light and turn right on Lodge Street. The Hotel Albany is on the corner of State and Lodge Streets.

From the East: Take I-90 West to I-787 South. Use Exit 4B (Clinton Avenue). At the light, turn left onto Broadway. At the 4th traffic light, turn right on State Street. Continue up State Street to the 2nd traffic light and turn right on Lodge Street. The Hotel Albany is on the corner of State and Lodge Streets.

DIRECTIONS TO THE NEW YORK STATE LEGISLATIVE OFFICE BUILDING - ALBANY, NY

Security has been tightened for visitor parking. You can expect delays and car searches by the State Police. If you do not wish to park in the visitor parking lot, continue under two tunnels; bear right at end of 2 tunnel. At the 1st traffic light, turn right on State Street. The LOB will be on you right, meter parking is available in front of the building (Note the meters are two-hour meters at \$.25 for 12 minutes).

Coming East from Syracuse: Follow Thruway (I-90) East to Exit 24. Coming out of Toll Plaza, follow signs for Interstate 90 East to Boston. Exit Interstate 90 East at "Albany - Troy" Exit, bear right for "Albany - 787 South". Follow 787 South to the "Rensselaer/Empire Plaza" Exit. Bear right, following signs for Empire Plaza. Continue under tunnels; bear right watch for signs for P3 (Visitor Parking).

Coming North from NYC: Follow Thruway 87 North to Exit 23. Follow signs for Interstate 787 "North/ Downtown Albany". Continue on Interstate 787 North to "Rensselaer/Empire Plaza" Exit. Follow signs for Empire Plaza. Continue under tunnels; bear right. Watch for signs for P3 (Visitor Parking).

Coming West from Boston: Take Interstate 90 West to "Albany - Troy" Exit, bear left for "Albany - 787 South". Follow to "Rensselaer/Empire Plaza" Exit. Bear right, following signs for Empire Plaza. Continue under tunnels; bear right. Watch for signs for P3 (Visitor Parking).

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2012 GRASSROOTS CAMPAIGN PROGRAM

TUESDAY, MARCH 6 | HOTEL ALBANY (FORMERLY THE CROWNE PLAZA)

3:30-5:00pm	Grassroots Campaign Check-In (North Foyer)
5:00-6:00pm	Budget Briefing & Strategy Meeting (Ballroom A) <ul style="list-style-type: none">• Welcome Remarks—Joe Amico (Town of Gates), President, NYSAOTSOH• Program Overview—Dave Hartman (Yates County), President, NYSCHSA• Political Update—Legislative Representatives: Bruce Geiger, NYSCHSA and Fred Hiffa, NYSAOTSOH• Local Roads Matter Presentation—Legislative Committee Chairs: Terry Rice, PE (Monroe County), Dennis Davis (Oneida County) and Richard Kukuk, Town of Clifton Park, NYSAOTSOH
6:00-7:30pm	Local Roads Reception (Ballroom BCDE)
7:30pm	Dinner on Your Own

WEDNESDAY, MARCH 7 | LEGISLATIVE OFFICE BUILDING

7:30-8:30am	Local Roads Buffet Breakfast (Hotel Ballroom)
7:30am	Grassroots Campaign Information Table & Check-In Table Open (North Foyer)
8:00-8:30am	NYS Highway and Bridge Organizational Meeting (Ballroom) <ul style="list-style-type: none">• Welcome Remarks & Introductions—Dave Hartman (Yates County), President, NYSCHSA• Our Needs Today—Local Roads Matter Presentation— Legislative Committee Chairs: Terry Rice, PE (Monroe County), Dennis Davis (Oneida County) and Richard Kukuk, Town of Clifton Park, NYSAOTSOH• Closing Remarks—Joe Amico (Town of Gates), President, NYSAOTSOH
8:30am	Buses Begin Leaving for LOB (Hotel Traffic Circle) Buses run hourly between the Hotel Albany (formerly the Crowne Plaza) & the Madison Avenue side of the Legislative Office Building (LOB). Our buses are "Brown Coach Buses". The last bus leaving the LOB back to the hotel will be at 2:30pm.
9:00am-1:00pm	Legislative Meetings (LOB), Superintendents and Business Partners meet with State Legislators in Downtown Albany

CO-HOSTED BY:

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NYS Association of Town Superintendents of Highways, Inc.



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REGISTRATION FORM

GRASSROOTS CAMPAIGN REGISTRATION & SPONSORSHIP RESERVATION

Please complete ONE registration form per registrant. Please feel free to make copies of this form and fax back to 518-465-1942 or mail to NYSCHSA Headquarters, 136 Everett Road, Albany, NY 12205.

FOR QUICK AND EASY REGISTRATION — REGISTER ONLINE TODAY AT www.nystownhwys.org

Hotel Reservation Deadline: 3:00pm, February 5, 2012 (call hotel directly at: 518-427-3038 and use code: ECG)

Registration Deadline: February 24, 2012

CHECK ONE: COUNTY TOWN BUSINESS PARTNER

NAME _____

TITLE _____

AFFILIATION _____

COUNTY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEB _____

Registration Fee: **FREE***

Sponsorship: \$ _____ Sponsorship Event: _____

CANCELLATION AGREEMENT: Must be initialed in order to process registration

***YES, _____** I agree to pay a registration processing fee of \$75.00 should I register then fail to cancel in writing prior to the event.