

# 91st Annual NYSCMA Sales & Marketing Conference

Gideon Putnam Hotel and Conference Center - Saratoga Springs

## Tuesday May 8, 2007

12:10 pm to 1:15 pm:

Awards Luncheon - Arches



1:20 pm to 2:40 pm:

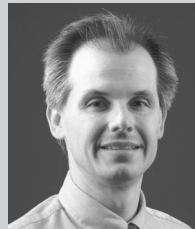
Roundtables - Topics



Niche Products -  
Paul Felicissimo,  
Poughkeepsie Journal



Free vs. Paid -  
Don Waterman  
Ottaway Newspaper, Inc.



Marketing Strategies -  
Gary Valik  
The Post-Standard

2:40 pm to 3:10 pm:

Break with our Advertisers



3:10 pm to 4:30 pm:

Darren LaCroix - Motivational Speaker



In 2001, Darren LaCroix, The World Champion of Public Speaking, outspoke 25,000 contestants from 14 countries to win that title. Since that victory, Darren has traveled the world demystifying the process of creating a powerful speech. He has roused audiences in faraway places like Oman, Malaysia, and Taiwan with his inspirational journey from first-rate chump to first-class champ, proving anything is possible if you are willing to work for it.

His successful book, *Laugh & Get Rich: How to Profit from Humor in Any Business*, contains interviews with corporate executives who share his philosophy and is a mainstay on business bookshelves.

As co-founder of The Humor Institute and a co-creator of The Humor Boot Camp, Darren directs seminars that help presenters wisely use the power of humor to "lighten up" their presentations. His program Get Paid to Speak by Next Week has helped many speakers launch their very first checks.

An award-winning producer, his film *Living and Laughing with Cancer: A Comedian's Journey* was honored at the Worldfest Houston film festival for its groundbreaking insights into humor and healing.

Darren's unique brand of humor is featured in numerous corporate training videos. His extensive list of clients include Fidelity Investments, Sheraton Hotels, IBM, Blue Cross Blue Shield, Dunkin' Donuts, Motorola, EMC2 Corporation, CVS, and ERA Key Realty Services.