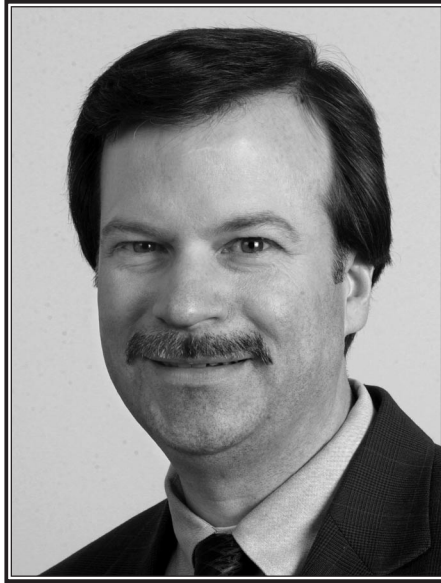


PRESIDENT

Bill Farrell



Welcome to the 91st NYSCMA Sales and Marketing Conference at the historic Gideon Putnam Hotel in Saratoga Springs. I am excited to be in such an outstanding location this year. I have promised time to Unwind, Recharge... and Stay Connected, as well as providing an excellent agenda covering all the hot topics.

Our mission this year is to create a conference inspiring creativity and generating new ideas. We believe these goals are essential as our industry continues to evolve. The agenda is filled with a wide range of topics including Sales & Marketing, Retail Merchandising, Niche Products, NIE and much more. Our skilled presenters include industry experts from NAA, NYNPA and ABC. And, in order to get even more from this conference be sure to participate at the Roundtables, Hot Idea Breakfast and Promotion Awards luncheon. These popular sessions always prove to be valuable and are a great opportunity to share ideas with your peers.

My thanks and appreciation to all board members and specifically to our 1st VP Julie Cardinali and 2nd VP Phil Hudson for all their hard work and dedication to make this an excellent conference.

Our "strength is in our membership" so spend some time catching up on the latest industry trends with old and new friends during break sessions or on the golf course. So here's hoping you come away with some new ideas, have fun and enjoy Saratoga!

Bill