

2021 NYSAA Convention

Schedule of Events - *(subject to change)* – February 13-15, 2021

Saturday, February 13, 2021

- 2:00p.m. – 4:30p.m. Registration
- 3:00p.m. – 5:00p.m. **Seminar:** *Targeted Marketing Strategies* – John and Billie Jo Schultz, AMM
- 3:00p.m. – 6:00p.m. Trade Show
- 4:00p.m. – 6:00p.m. Welcome Reception with Vendors (dinner on your own)

Sunday, February 14, 2021

- 8:00a.m. – 5:00p.m. Registration
- 8:00a.m. – 9:00a.m. Past President Breakfast
- 9:00a.m. – 5:00p.m. **TRADE SHOW**
- 9:00a.m. – 10:30a.m. **Seminar**– *COVID and Future Business Forecasting* - Pat Penfield, Whitman School of Management
- 11:15a.m. – 12:30p.m. NYSAA Annual Membership Meeting/Elections
- 12:30p.m. - 1:30p.m. Luncheon (Marketing Awards, Recognition of Vendors/Sponsors, NAA)
- 1:30p.m. – 2:30p.m. Visit with Vendors/Networking
- 2:30p.m.-4:30p.m. **Seminar**– *Hands on with Facebook, Google and LinkedIn Marketing* – John and Billie Jo Schultz, AMM
- 5:30p.m. Presidential Dinner, Awards, Bid Calling Contest, **FUN AUCTION**

Monday, February 15, 2021

- 8:00a.m. – 9:00a.m. Registration
- 9:00a.m. – 10:00a.m. **Seminar:** *Employee vs. Independent Contractor* – Rob Gregory, Paychex
- 10:15a.m. – 12:00p.m. **Seminar:** *Managing Human Resource Issues* – Rob Gregory, Paychex